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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

UTILITY APPLICATION AND FEE TRANSMITTAL (1.53(b))

ASSISTANT COMMISSIONER FOR PATENTS
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JC511 U.S. PTO
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Sir:

Transmitted herewith for filing is the patent application of

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For: ADVERTISING, COMPENSATION AND SERVICE HOST APPARATUS, METHOD AND
SYSTEM

Enclosed Are:

36 page(s) of specification
1 page(s) of Abstract
21 page(s) of claims
10 sheets of ☒ Formal ☐ Informal drawings

6 page(s) of Declaration and Power of Attorney

☒ Unsigned
☐ Newly Executed
☐ Copy from prior application
☐ Deletion of inventors including Signed Statement under 37 C.F.R. §1.63(d)(2)

☐ **Incorporation by Reference:**

☐ The entire disclosure of the prior application, from which a copy of the combined Declaration and Power of Attorney is supplied herein, is considered as being part of the disclosure of the accompanying application and is incorporated herein by reference.

- ☐ Microfiche Computer Program (Appendix)
- ☐ page(s) of Sequence Listing
- ☐ computer readable disk containing Sequence Listing
- ☐ Statement under 37 C.F.R. §1.821(f) that computer and paper copies of the Sequence Listing are the same
- ☐ Assignment Papers (assignment cover sheet and assignment documents)
- ☐ A check in the amount of \$40.00 for recording the Assignment
- ☐ Charge the Assignment Recordation Fee to Deposit Account No. 13-4503, Order No. _____
- ☐ Assignment Papers filed in the parent application Serial No. _____
- ☐ Certification of chain of title pursuant to 37 C.F.R. §3.73(b)
- ☐ Priority is claimed under 35 U.S.C. §119 for:
Application No(s). _____, filed _____, in _____ (country).
- ☐ Certified Copy of Priority Document(s) [_____]
- ☐ filed herewith
- ☐ filed in application Serial No. _____, filed _____.
- ☐ English translation document(s) [_____]
- ☐ filed herewith
- ☐ filed in application Serial No. _____, filed _____.
- ☐ Priority is claimed under 35 U.S.C. §119(e) for:
Provisional Application No. _____, filed _____.
- ☐ Priority is claimed under 35 U.S.C. §120 for:
Application No(s). _____, filed _____, in _____.
- ☒ Information Disclosure Statement
- ☒ Copy of [12] cited references
- ☒ PTO Form-1449
- ☐ References cited in parent application Serial No. _____, filed _____.
- ☐ Preliminary Amendment
- ☒ Return receipt postcard (MPEP 503)
- ☐ This is a ☐ continuation ☐ divisional ☐ continuation-in-part of prior application serial no. _____, filed _____.
- ☐ Cancel in this application original claims _____ of the parent application before calculating the filing fee. (At least one original independent claim must be retained for filing purposes.)
- ☐ A Preliminary Amendment is enclosed. (Claims added by this Amendment have been properly numbered consecutively beginning with the number following the highest numbered original claim in the prior application.
- ☐ The status of the parent application is as follows:

- ☐ A Petition for Extension of Time and a Fee therefor has been or is being filed in the parent application to extend the term for action in the parent application until ____.
- ☐ A copy of the Petition for Extension of Time in the co-pending parent application is attached.
- ☐ No Petition for Extension of Time and Fee therefor are necessary in the co-pending parent application.
- ☐ Please abandon the parent application at a time while the parent application is pending or at a time when the petition for extension of time in that application is granted and while this application is pending has been granted a filing date, so as to make this application co-pending.
- ☐ Transfer the drawing(s) from the parent application to this application
- ☐ Amend the specification by inserting before the first line the sentence:
This is a continuation of co-pending application Serial No. ____, filed ____.

I. CALCULATION OF APPLICATION FEE				
	Number Filed	Number Extra	Rate	Basic Fee \$690.00/345.00
Total Claims	91- 20 =	71x	\$18.00/\$9.00	\$ 639.00
Independent Claims	16- 3 =	13x	\$78.00/\$34.00	\$ 442.00
<input type="checkbox"/> Multiple Dependent Claims		If marked, add fee of \$260.00 (\$130.00)		\$ 0.00
TOTAL:				\$ 1426.00

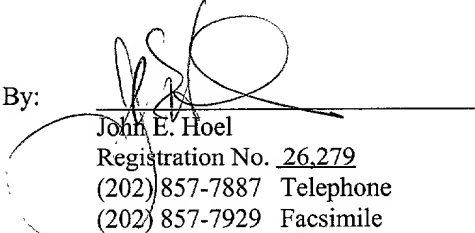
- ☐ A statement claiming small entity status is attached or has been filed in the above-identified parent application and its benefit under 37 C.F.R. §1.28(a) is hereby claimed. Reduced fees under 37 C.F.R. §1.9 (f) paid herewith \$____.
- ☐ A check in the amount of \$ ____ in payment of the application filing fees is attached.
- ☐ Charge fee to Deposit Account No. 13-4500 Order No. _____. A DUPLICATE COPY OF THIS SHEET IS ATTACHED.

☐ The Assistant Commissioner is hereby authorized to charge any additional fees which may be required for filing this application pursuant to 37 CFR §1.16, including all extension of time fees pursuant to 37 C.F.R. § 1.17 for maintaining copendency with the parent application, or credit any overpayment to Deposit Account No. _____. Order No. _____. A DUPLICATE COPY OF THIS SHEET IS ATTACHED.

Respectfully submitted,
MORGAN & FINNEGAN, L.L.P.

Dated: 6/22/2000

By: _____


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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

U.S. PATENT APPLICATION

FOR:

ADVERTISING, COMPENSATION AND SERVICE HOST
APPARATUS, METHOD AND SYSTEM

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ADVERTISING, COMPENSATION AND SERVICE HOST APPARATUS, METHOD AND
SYSTEM

FIELD OF THE INVENTION

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The present invention relates to advertising on a computer network. More specifically, the invention relates to a host delivery system for providing advertising content, as well as session specific advertising, promotion, and sponsorship messages and services on the World Wide Web (WWW) through the use of a functional host. The invention further provides a method and system for distributing sponsorship revenue among network content providers.

BACKGROUND OF THE INVENTION

Advertising has quickly become a predominant aspect within computer networks (e.g., Intranets, the Internet) and the WWW. The nature of computer networks has created an environment where computer users (i.e. "clients") can readily access corporate, product, service, public relation and other types of marketing and/or promotional content. Conventionally known as "on-line" advertising, many advertisers have developed systems to allow

clients to view and access advertisement material and similar posts on their home computers and web browsers.

Typically, delivery systems that bring advertisements on the Internet are referred to as "banners" on a web page. These banner ads can have text, as well as various still-image and/or animated graphics. The banners are often presented as a Hyper Text Markup Language (HTML) link, in order to direct clients to a specified page, or a location in an TCP/IP (Transmission Control Protocol / Internet Protocol) location. The banners can be embedded in, or otherwise accompany, a web page when it is displayed to the client.

Since a majority of advertisements on the WWW today are not dynamic, many of the advantages of on-line advertising are lost. Non-dynamic systems do not allow advertisements to be focused to particular types of clients with particular interests. Instead, banners are typically associated with one or more web pages that contain content that is previously known by the advertiser as being relevant to the subject matter of the advertisement. While advertisers may reach clients through individual web sites, it is very difficult for advertisers to focus their advertisements to virtual "communities" or grouped consumers.

Since computer network systems (i.e., the Internet, WWW) have such a vast potential for allowing advertisers to reach clients/consumers, attempts have been made to "personalize"

advertisements in order to target banners to particular clients. Specifically, clients can "pre-register" for advertising services, where the client's specific interests are manually inserted into a user profile. Clients then can be assigned a member ID, which becomes the destination point for subsequent advertisements. Other techniques to target advertisements involve tracking client activity in relation to the advertisement, i.e., logging the number of times a client has accessed an advertisement.

Under the present advertising models and systems, there does not exist a way to efficiently link clients with content providers, while targeting advertisements to those clients. Furthermore, under existing models and systems, the compensation systems that are implemented do not work to provide readily accessible sources of revenue to content providers on the WWW.

Furthermore, the use of trusted agents, or "hosts", has been limited to date. While hosts have been used for purchasing/accounting and WWW navigation, they have not been utilized to efficiently deliver advertisements and information to clients accessing provider content. The existing hosts have also had minimal functionality incorporated in them as well. Current hosts do not incorporate themselves into an advertising and compensation model that provides universal functions for advertisement and information delivery. Furthermore, there is a

need to integrate functions to a host that allow clients to integrate services like technical assistance and customer service into their browsing sessions.

5

SUMMARY OF THE INVENTION

The method, system, business method and computer article of manufacture disclosed herein overcomes the deficiencies of current advertising and compensation systems by providing a networked advertising system that pools advertising revenue, and distributes that revenue to content providers in accordance with an impression ratio. Instead of using an open content environment (i.e., the WWW), aspects of this invention relate to systems where one or more content providers are organized into "communities" through a global content center (GCC). At this content center, various content providers of all types submit their particular content to be accessed by various clients.

Each portion of content is labeled and categorized within the GCC. For example, if a provider wants to submit content on the GCC regarding computer repair, the content may be grouped under the general category of "Computers", and further appear under a sub-category of "Computers" labeled "Technical Support and Repair." The variations of such labeling and categorization is almost infinite. Thus, the particular manner in which the

content is presented to the client through the browser is left up to the GCC administrator. Through such categorization and labeling, clients can readily access content that is of interest to them. But more importantly, the categorization allows GCC
5 administrators and content providers to interact directly with advertisers and track which types of content (as opposed to advertisement) is being accessed by clients, and the frequency of such access.

In order to provide compensation to the content providers,
10 a host advertising system is utilized alongside a compensation system. Together, both systems form a powerful and effective revenue distribution scheme that minimizes or eliminates client payment for content services. While one embodiment uses the host advertising system synergistically with the compensation
15 system, it is understood that both the host and compensation systems may be utilized independently as well.

The revenue pool in the present invention is collected from various participating advertisers or other sources of revenue. Once the revenue pool is established, the amounts of revenue
20 distributed to each content provider (CP) are predetermined by a set ratio. This ratio consists of the entire revenue pool divided by the total number of "impressions" counted for each or all of CP's content. The "impressions" include the client viewing of content, printing of content, storing content and/or

transmitting the content to other locations. A larger impression count for a CP's content translates directly into a greater share of revenue for that CP.

5 The present invention further incorporates the use of functional advertising content (FAC), as well as a functional host to effectuate the advertising model. FAC can be defined as messages, promotions, coupons, discounts, hyperlinks, informative messages, software programs, browsers, media players and other applications. The functional host is a software
10 program that allows a client to register various "impressions" regarding viewed content, browse content, and otherwise interact with the FAC being delivered to the client.

15 Under this system, former cost-inducing content (e.g., customer service, technical assistance / support) can become revenue-producing endeavors to owners of content, their distributors, or to other service providers. Furthermore, content that was formerly available only for a fee to clients may now be accessed for free (or at reduced cost), since the compensation system replaces the need to charge clients for the
20 provided content. Finally, by using a functional host, clients are provided with a powerful tool to seek out desired FAC, and content related to that FAC. In turn, advertisers can directly target advertisements more effectively to the clients.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 illustrates the interaction of a client with the Global Content Center through a network connection.

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Figure 2 illustrates one embodiment of the host and advertisement delivery system.

Figure 3 illustrates the client desktop when interacting with the host advertising system.

Figure 4 illustrates the an advertising wheel and its delivery of advertisements.

Figure 5 illustrates an advertising wheel subset in accordance with one embodiment of the invention.

Figure 6 illustrates a high level diagram of the system's interaction with the revenue pool.

Figure 7 illustrates a process through which client activities correlate to content provider impressions.

Figure 8 illustrates a high level diagram of the host and ad server.

Figure 9 illustrates the effects of a sponsor host on a client's session.

Figure 10 illustrates the effects of an ad host on a client's session.

Figure 11 illustrates the interaction of the host system and advertisement wheel during a client session

Figure 12 illustrates the delivery of ads during a client session.

DETAILED DESCRIPTION OF THE INVENTION

FIG. 1 discloses an embodiment of the system through which a client **1** communicates through a network **3** to reach a Global Content Center (GCC) **5**, that is housed in a content server site **4**. An advertising server site **2** is also incorporated into the system. The content server site **4** and the advertising server site **2** may be housed either in a single server, or may be on multiple servers. In **FIG. 1**, the client **1** consists of a user-

operable processor or computer, PDA, etc. that has some type of connection to a computer network. Preferably, the computer network supports Transmission Control Protocol/Internet Protocol (TCP/IP). The client **1** would also have means to connect to the network (modem, DSL, ISDN, etc.) as well as means to view and communicate with the content that is being provided. While only one client is shown in **FIG. 1**, it is understood that the same principles described below apply to multitudes of clients that are connected to the network **3**.

The GCC **5** is a site that is established within the computer network **3**, and is housed in the content server site **4**. The GCC functions as a central location for one or more content providers, each of which register with the GCC **5** to provide content to clients. Each of the content providers are illustrated in **FIG. 1** as having a finite content space within the GCC **5**. The actual number of content providers may be set by the GCC administrator; any amount that is not limited by server or computer memory capabilities can be applied to this invention.

The advertising server site **2** functions to provide functional hosts and FAC to the GCC **5** and each content provider. While the hosts and FAC are preferably housed within site **2**, these same functions may also be performed in one server, together with the GCC, provided sufficient memory and

processing power is available. The host and FAC is incorporated with the content in the GCC to provide a functional host controlled FAC for each client 1.

An illustration of how the host, advertisement and content are displayed on a client's screen is shown in **FIG. 2**. Here, the content server site 200 prepares a web page content for delivery 201 for a client's session on the client desktop 205. In **FIG. 2**, the functional host is carried with the client's session 202. The functionality of the functional host is described in further detail below (**FIG. 8-12**). The Advertising server site 204 serves advertisement and the ad host session delivery 203 to the client session/desktop.

The host 300 is software containing a functional logo, watermark, or some other identifiable device that appears within the content page displayed on the client's screen (**FIG. 3, 301**). The host may come in the form of a band, HTML insert or image tag, Java applet, or any other form that allows it to visibly and interactively accompany the web page. The host may physically appear as a single entity on the client's screen, the host may also appear as a multiple setting, wherein the auxiliary host 307 contains an additional tool suite 308 that allows clients to directly access advertising and/or sponsor-related content. It is understood that the tool suite 308 may be incorporated as part of the host 302 if desired.

The host **302** is "functional" in the sense that it provides personalized advertisement content control, as well as personalized browser control, and other functional features. The browser also serves to complement existing software in the computer system. The host even allows a sponsor's message to serve as the functional equivalent of a browser. The host is typically downloaded by the client, but may also be served to the client from a remote site. Clients can't normally access the host advertising system unless a functional host is served or downloaded to the client.

The host **300** is also "functional" in the sense that it serves as a conduit for a sponsor host and/or an ad host, as well as client-specific advertising (FAC) and promotional content. For example, a client may register with a GCC prior to browsing content, and specify areas of advertising or promotion that are of interest (e.g., laptop computers, dating services, local community activities, etc.). Once registered, the preferences are carried in, by, or through the host, and the host then discriminates through advertising and promotional content that will be received. The host is further coded to identify the client that it is associated with, or alternately contain tags that allow content sites to query the host and determine a profile for the client visiting their site. Since the host contains a personalized identity that follows the

client (the host attaches, is carried with, or may even replace the browser), as well as containing data regarding the content that has been visited, targeted advertisements or promotions may be transmitted to the page with maximum effect. Additionally, the host may incorporate advertiser and/or sponsor related communication functions to allow clients to directly communicate back to the advertiser or sponsor(s) serving advertising-related content. This would allow clients to immediately query an advertiser or sponsor on matters such as technical support, sales support etc. related to information served to the host.

An important aspect of this invention is that the advertising related content is gathered and distributed in accordance with a functional host. As a result, the host 300 becomes a way to communicate a variety of advertising or promotional material to a client, without forcing the client to act affirmatively in order to activate the FAC. The host 300 may be further embedded with algorithmic content to provide interactive communication with the client by displaying active virtual buttons (see below) that the client may activate.

Alternately, the host 300 may be configured so that it works as an interrogator, by querying portions of the FAC that conforms to the client profile. The host 300 could also serve as a reporter, by transmitting IP addresses of content that the client is accessing, in order to track the content being

accessed by the client. Functions, algorithms, links, interrogators and other software may be served to the content page, where they can activate or empower the host functions, or may be clicked upon to activate the functions.

5 The virtual buttons **303-305** allow the client to print, transmit or save the content that is being viewed. These buttons serve to log client "impressions" of content on the GCC. These impressions can then be collected and processed in order to determine the revenues that will be distributed to GCC content providers. Each time a client views a particular content on the GCC during a session, the client (via the host) logs one impression in relation to that content. If the client views the content and then saves, prints, or e-mails that content to a friend, one impression will be logged for that content provider
10
15 for each of those actions.

Other buttons **306** may be incorporated into the host to provide navigational or other functional features. The buttons **306** may be navigational buttons that allow browsing for the client (independent from the browser), and may also incorporate
20 different client-driven menus (e.g., client preferences, host collection, etc.). The buttons **306** can also function to search the WWW, as well as create, modify and use search interfaces, and depict client and host networking whereabouts as a graphic

display. The buttons 306 may also function as links to sponsors or advertisers or other service providers.

Client association routines or subroutines may be coded, embedded or associated with the host, so that clients may retain
5 more information that stems out of prior client browsing experiences. The host is also enabled to recognize familiar clients, or serve as the client itself (i.e., appear on the client desktop). The host also may be configured to launch software applications or dialog boxes, and even perform
10 searching functions through the TCP/IP network. The software or other files existing in the content may further be associated with the virtual buttons, so that a "save" command initiated by a client may further download images or software associated with the content. It should be noted that while the virtual buttons
15 are disclosed as being part of the host, it is understood that the buttons may appear anywhere within the content space, and may be configured to perform identical functions. A more detailed description of the host functions is shown in **FIG. 6-10**, as well as the associated text.

20 An example of the method through which advertisements are delivered to the content sites (and/or host), is illustrated in **FIG. 4-6**. The advertisements are configured much like a wheel, where each "spoke" is associated with an advertisement or promotion. In the illustration shown in **FIG. 4**, a series of

twelve advertisements or promotions are shown (labeled as "Advertisement 1" through "Advertisement 12"). Of course, any finite number of advertisements or promotions can be used. These advertisements or promotions may all be from one advertiser or promoter, or may each be from different advertisers or promoters, or a combination. After the client has initiated a session, the advertising server locks in the first advertisement 400 to be delivered to the host, target provider, or GCC (FIG. 4).

As the client progresses to the next content site or content page, the advertising wheel responds by rotating to the next advertisement or promotion 401, and launching that advertisement. With each progression, the wheel rotates to the next advertisement or promotion, and sends it to the client host, target provider or GCC. The final location of the advertisements may be significant, since content-specific advertisements or promotions may be pooled into their own "wheels" and associated with certain content sites. For example, content categorized as "computer hardware" on a GCC can have advertisements or promotions that are limited only to computer hardware (e.g., scanners, monitors, peripherals, etc.), so that relevant material may be displayed within the appropriate content.

It is understood that in accordance with this invention, numerous methodologies may be used to link the wheels. While the above example pooled advertisements and promotions according to subject matter, the wheels may be pooled for a multitude of
5 manners including, as an example:

- 1) localities of advertising companies;
- 2) companies running specials on a product or service;
- 3) prices of products or services (e.g., products
costing under \$100);
- 4) newly released products or services;
- 5) companies sponsoring community or charity events;
- 6) companies sponsoring community or charity events in
a specific locality;
- 7) financially-related news concerning companies in a
particular sector or group.

The flexibility of the system allows for a wide variety of groupings that can be chosen from. One way in which advertising
20 administrators can expand the options for advertising or promotional delivery is shown in **FIG. 5**. Advertisement 500 appears as one of the advertisements or promotions that is queued up in the advertising wheel shown in **FIG. 4**. Advertisement 500 can appear as a product, corporation, event,

etc. For example, if advertisement **500** is associated with a corporation, the advertising administrator may create wheel attachments to the "hub" advertisement to create flexible sub-categories of advertisements or promotions. In **FIG. 5**, an
5 example is shown where four sub-categories **501-504** are created for one advertisement **500**.

Assuming that advertisement **500** is associated with a corporation, the corporation may wish to segregate advertisements according to their content, and transmit
10 particular types of advertisements to particular clients or content sites. Thus, under the example, a group of transactional messages **501** may be queued, which transmit advertisements related to product sales, closeouts, specials,
15 etc. related to products or services that are being sold. Also available are product awareness messages **502**, which can relate to information or advertising related to new product releases, upgrades, general product awareness information, or even
20 promotional contests. Next would be community service messages **503**, where the corporation could give information on activities or community service (e.g. "5K run to wipe out cancer"). Also available would be corporate awareness messages **504**, which would transmit information on financial matters or other information regarding the daily business activities of the corporation.

The sub-categories are arranged as "wheels" to the advertisement hub **500**. The sub-categories can be configured to "rotate" between messages (**FIG. 5**), and further rotate with the advertisement **500** that it is associated with. Alternately, the sub category "wheel" can be designed to be stationary, while different advertisement hubs rotate through.

It is understood that while the advertising model is described in the form of a wheel, that other models may accomplish identical or equivalent functions. The term "wheel" is used only to conceptualize the functionality of the invention and its lesser parts. Thus the advertising model may be executed through shift registers or queues, or could also be performed via databases and/or servers.

A high-level view of the advertising model, working in conjunction with the compensation system is shown in **FIG. 6**. Here, all of the revenue collected by the advertising administrator is stored in revenue pool **603**. This revenue is taken from advertisers who wish to target clients accessing the GCC **606**. The client computers are shown as **600-602**. The interaction between the clients, advertisers, and the GCC functions according to the same principles described above. The GCC **606** is the central point to which various content providers post their content. The source of the various content is shown

as 605. The content providers can consist of publishers, media firms, vendors, service providers, etc.

As content is being transmitted to the GCC 606, advertisements are also being served 604 for targeted content in those web pages. The content and the web pages are ultimately served to the GCC 606, where they are presented to the clients 600-602. The revenue pool formed in 603 from the advertisements 604 is available to pay content providers posting on the GCC 606. The amount of revenue paid to a content provider will be determined through an algorithmic ratio, that determines client migration related to activities within accessed content.

An example of how client activity is monitored for the purpose of revenue distribution is shown in FIG. 7. Each time a client accesses a GCC, the client can choose to begin a session 700 on the GCC. Once the client is logged in, the client may choose to access content on the GCC 701. Once the content is accessed, the content provider transmits content, such as a web page, to the client. During this time, the client will have either viewed or heard, or otherwise had an "impression" of the content. Thus one impression is credited to that content provider 702. Once the client makes a further determination regarding the relevancy of the content, the client may wish to interact with the content. If the client determines that the content is worthy of printing, the client may instruct the host

or content to perform a print function 703. If the content is printed out, the content provider is credited with a second impression 704. If the client chooses not to print, but instead e-mails the content 705, the content provider is again credited with a single impression 706. If the client saves the content 707 onto a storage medium, the content provider is credited with an impression as well 708. It is understood that any numerical value, whole or fractional, may be assigned to client activities (e.g., saving, e-mailing, printing, searching) that are related to specific content.

Thus if the client views the content, prints, e-mails and saves the content as well, the content provider would be credited with a total of four impressions for that particular content. If the client only viewed and printed the content, the content provider would only be credited with two impressions. The system checks for further client activity 709 while the client is in the content. Once the client decides to exit one content, and continue to the next 710, the system restarts itself, and begins a new count for the new content. It is understood that if the client accesses different content from the same content provider, the new content may be counted anew under a different category for the same provider. Alternately, the provider and/or the advertising administrator may choose to continue counting impressions regardless of the content that is

being accessed for that provider or by that client. The options are limited only by the needs of the content providers and the advertising administrators. When the client chooses to exit the content and/or the GCC, the client session is terminated 711.

5 The advertising and compensation system has a finite number of ad spots generating a finite revenue pool through the sale of those spots to various advertisers for a finite period of time. The amounts of revenue generated towards the content providers is calculated through the following equations:

10
$$\text{Revenue Pool} = \# \text{ of ad spots} \times \text{price per ad}$$

15 and

20
$$\text{Content Provider Revenue} = \frac{\text{Revenue Pool}}{\# \text{ of client impressions}}$$

25 For example, an advertising administrator might charge \$10,000 per spot for a one month period to advertisers wishing to advertise in a GCC or GCC content. Supposing that 200 ad spots are purchased by various advertisers, the total revenue pool would amount to \$2 million dollars (200 times 10,000). This amount would then be available for distribution to the content providers. At the end of the one month period, the number of impressions that have been tallied for each of the

content providers are then used to determine the revenue that gets sent to each particular provider.

Assuming a GCC obtains 5,000 impressions under the aforementioned revenue pool, each of those impressions would translate into \$400 per impression (5,000 impressions times \$400 equals \$2 million). And assuming that those impressions were distributed among three content providers A, B and C, where each provider tallied 500, 1500 and 3000 impressions respectively, all three providers would obtain compensation for providing content. To determine the actual dollar numbers distributed, the following calculation is performed :

Provider A: 500 impressions X \$400 = \$200,000

Provider B: 1500 impressions X \$400 = \$600,000

Provider C: 3000 impressions X \$400 = \$1,200,000

Thus each of the content providers would obtain revenue for distributing their content in accordance with client activity and migration toward their content. Under this invention, fee-for-service sites like expert sites and technical support sites can be offered for free, or at reduced cost to clients. And since the content providers may be linked together to a GCC, it is easier for clients to navigate through relevant content. Furthermore, the GCC environment helps advertisers achieve a

greater focus on their advertisements and promotions to clients/consumers that would be predisposed to view their ads.

FIG. 8 illustrates an embodiment of the present invention, where a client **800** interacts with the system through a functional host **802**. While **FIG. 8** shows a host **802** housed inside the client **800**, the client **800** may obtain a host **802** in various ways. One way a client obtains a host is by downloading software (i.e., a band, plug-in, etc.), or otherwise associating the software to the browser (this is referred to as a "sponsor host"). Typically, the sponsor host contains various browser functions as well as other functions and tools. The software is typically made available for download by third parties (e.g., IBM, Yahoo!™, McGraw-Hill, Microsoft, etc.) as an inducement to access their specific content. Once downloaded, the sponsor host gets loaded up each time the client logs in, and remains in the client's browser for the duration of the session (as long as other hosts are not being served to and accepted by the client, or otherwise deactivating the host).

Aside from obtaining a host, the client also registers with the GCC by creating an account **803** where client profiles and preferences may be entered. The host server **801** can provide a central portal through which numerous sponsor hosts deliver their affiliated software. It is understood that the host server **801** and client host account **803** may be housed in a single

network site, or be distributed among multiple sites. Among other things, the registration allows clients to access the advertising and promotional features of the present invention.

The page server **804** and the ad server **805** are also
5 connected to the network. The page server **804** functions to serve content pages to the client, along with a host served from host server **801**, while the ad server **805** delivers FAC. Typically, the page server **804** communicates to the host **802**, and subsequently to the client **800**. However, the system may also be
10 configured so the host **802** communicates to the page **804** and then to the client **800**. It is understood that the term "server" (e.g., host server, page server, ad server) is used to differentiate between the various algorithmic functions performed in the described system. While each function may
15 reside in different physical areas (i.e., computer servers), they may be combined and separated in any manner deemed appropriate by the system designer. All of the functions may reside in one or more physical computer servers, depending on the processing speed and memory available at the time the system
20 is implemented.

An example of the interaction of the sponsor host with the system is shown in **FIG. 9**. Before accessing a content page, the client first registers with the service and typically creates an account with a client profile and preferences, and subsequently

downloads a sponsor host 910. The client is then ready to begin a session. Once the client accesses a content page 911, the sponsor host will visibly appear in the client's window, and will remain visible in some form throughout the entire session.

5 An example of this can be seen in FIG. 3. The sponsor host will also contain a visible "skin" that identifies the sponsor host with the company or organization responsible for making the sponsor host available to the client. If a client accesses a content page 911 that happens to be affiliated with another sponsor, the client can be queried to accept the new sponsor's host 912. If the client declines to download a new sponsor host, the session continues with the existing sponsor host (along with any functions present in the existing sponsor host). Accordingly, the data contained in the sponsor host is coordinated with the ad server 917. However, if the client chooses to accept the new sponsor host, the new sponsor host is delivered to the client 913 from the new sponsor. The client may then download the new sponsor host, wherein the sponsor host changes to incorporate the look and functional features that the new sponsor has contained in that sponsor host. The client may be further queried on whether the new sponsor host is to replace the existing sponsor host, or merely supplement the existing sponsor host 914. If the client decides to replace the existing sponsor host, then the new sponsor host is written over the

existing sponsor host **915**. Thus, the existing sponsor host is deleted from the client's desktop after replacement. After replacement, the system then moves to **917**. If the client decides that the new sponsor host should exist as a supplement to the original sponsor host, then the new sponsor host is saved, and the existing sponsor host is archived **916** in the client's computer. The client may go back at a later time and re-designate any sponsor host to be the active sponsor host. After the new sponsor host is installed, the system moves to **917**.

FIG. 10 discloses an additional host delivery scheme, referred to as an "ad host". Here, the client registers with the service and enters a client profile and preference **1000**. However, here the client does not commit the host to permanent memory inside the client's system. When the client accesses a content page **1001**, the system analyzes the client to see if there is a functional host (of any type) residing with the client's session **1002**. Of course, the first time a client accesses the system, there will be no host present. Thus the client is queried to determine whether he or she wants to accept an ad host **1003**. If the client refuses, then the client will continue the session in a non-enabled manner **1008**. In this case, the client would browse through content without having

access to the advertising distribution model (i.e., a random advertising wheel is utilized; see FIG. 11-12).

If the client chooses to accept the ad host in 1003, the ad host is then served to the client through a TCP/IP environment 5 1007. After delivery, the host is configured with the ad server 1006 to determine the type of FAC that will subsequently be served. In 1002, the client may already possess a host that was carried through a previous content page. If the host is still present, the client may be queried to see if a new ad host is desired 1004. If the client does not accept the new ad host, the system proceeds to 1006. However, if a new ad host is desired, it is then delivered through a TCP/IP environment 1005, wherein the system then moves to 1006. The principles described in the ad host apply as well for an existing sponsor host as well. If a client has a sponsor host, the ad host can be served in addition to the sponsor host. The ad host will then apply a new "skin" to the sponsor host if the ad host is accepted.

The ad host is different from the sponsor host in that the ad host is retained only for the duration of the client's 20 session. Furthermore, when a client who does not have a sponsor host accesses an ad host partner or customer content site, accepting the associated ad host gives the client (and the registered client account) access to the ad host system. The ad host functions may differ in that additional hyperlinks,

communication, recognition abilities, and even software may exist in the new ad host, but the overall effect to the client is more visual than functionally robust. While sponsor hosts and ad hosts have been described above, it is understood that this invention also contemplates other hosts, such as those pertaining to customer service, sales, technical support, and other services.

FIG. 11 discloses an embodiment of the invention illustrating the effect of the hosts on the FAC delivery. As a registered client accesses the content page **1100**, the system determines whether or not the client possesses a sponsor host **1101**. If no sponsor host is detected, the client will be given an option to download a sponsor host **1102**. If the client accepts, the sponsor host is downloaded **1112**, the client configures the host with the service, and the session is restarted. If the client declines to download a sponsor host, the client is then given the option to accept an ad host **1103** that will be enabled for the client session. If the client declines an ad host, the system allows the client to continue a normal (i.e., non-enabled) session **1104**, where a random ad wheel will be chosen to deliver advertising content **1110**. If the client decides to accept the ad host **1103**, the ad host is served to the client **1106**, and the host is then coordinated with the ad server **1107**.

While client registration is necessary to fully access the system, the client may not wish to fill in any of the profile and preference data. If the client leaves this information blank, the system in **1108** will detect this, and accordingly assign a random ad wheel for the client session **1110**. However, if the system **1108** detects profile and/or preference data associated with the client, the system accesses the information and accordingly configures a member preference wheel **1109** for the client session (see **FIG. 4-5B**). It is understood that the advertising wheel may consist of a single wheel, or may further contain additional wheels or layered wheels

The client profile and preference account may be housed in an account server that is associated with the host server, or may appear in the host server itself (see **FIG. 8, 803**). The account server typically implements three types of functions for the host server: (1) profile data, (2) account status, and (3) host functions. The profile data will typically contain account preferences, ad category selections, message type selections, as well as ads that may be served when content is linked to a specified ad category. The profile data further contains information regarding the orientation of the client account, the type of advertisements that the client wishes to see, the messages that the client will receive in conjunction with the advertisements and types designated by the client. The account

status will consist of records indicating the number of hosts that a client has collected or accessed, as well as any special promotions or other information that are open to the account.

The host is linked with the client host account server (see **Fig. 8**), where the account status and host functions (described above) determine the status of the client in relation to the FAC. For example, if Company X was promoting a particular product that was appropriate for the client's profile data, the FAC and/or the client's host would flash, or otherwise signal the client of the promotion or advertisement. Once the client activates the host, the client would be taken to 104, where the account status would report the collected host, and possibly give additional information on the promotion (e.g., "you have collected 4 hosts - collect the last 3 soon, because the promotion ends in 15 days!"). While the client is using an activated host, the host functions determine the program calls and may further activate the host menu by expounding on already-selected features, or providing new features for the client to choose from in accordance with the host.

Once data received from client activity is processed, the host server, or any other server, may apply that data to the compensation wheel to determine the distribution of revenue, discussed above. The host server (see **FIG. 8**) also uses client profile data to determine the types of wheels that are to be

used in the distribution of advertisements and information. If the client has a profile that specifies at least one preference for a type of ad category, and the client is engaging the host in that capacity, the host delivers advertisements and/or information that is affiliated with the member preference wheel. The member preference wheel would contain only the FAC that the client has specified. The account preferences would typically be grouped into ad categories, message types and "links" between ads and related content. Conversely, if the client has no profile on record, or has not specified at least one preference or limitation to the FAC, the host server would simply utilize a random wheel (see **FIG. 11**), which would typically contain whatever advertisers that were available to that wheel at the time. In any event, once the type of wheel is chosen, the host and ad server controller organizes the ads and information coming from the wheel(s) and presents it through the host to the client during the client's session.

FIG. 12 discloses an embodiment of the ad host, and the transmission of the functional host to the client. In **FIG. 12**, a client's online session begins at **1200**, and progresses sequentially in time until the end of a client session is reached in **1201**. In the example shown the client is served three ads in response to the functional host during the session.

Depending on whether the client profile is active or not, the random wheel 1222 or preference wheel 1223, along with the compensation wheel 1224, will be the source of delivering advertisements through the functional host. When the particular wheel is chosen 1221, the ad is processed through the ad & host server 1220. In FIG. 12, the first ad is transmitted 1204 from the ad & host server 1220 to the functional host 1201 and then further to the client 1205. In the example, the first ad 1201 is a straightforward ad, without any further promotion of information.

Next, the second ad 1202 is served, except that in the example, the existing functional host is given a new host skin (designated by the reverse background/text in the example), signifying to the client that additional promotional or informational material is available. The type of skin may vary (e.g., change colors, flash, etc.), and the choice of skins may be configured by the system designer. The skin may also contain, link to, or otherwise highlight or indicate places where additional information (e.g. "Company X has products 50% off"; or "collect 10 different Company X hosts in the next month and get a free widget") can be found or that additional client action is requested 1207. If the client chooses to activate the functional host 1206, the client is taken back 1220 to inquire further about the promotions and/or information. The functional

host may be further embedded with new functions in addition to the functions carried by the client at that time. So, for example, if multiple advertisement decisions exist as to one or more products, these decision choices may be additionally nested
5 into the functional host served to the client.

Once the client completes the inquiry concerning the second ad 1202, the client may wish to continue on the session. If the client decides to change content during the session, and the ad & host server 1220 is instructed to link advertisements to the content being viewed by the client, a third ad 1203 will be delivered 1207 to the functional host, and then onward 1208 to the client. Once the client session ends 1201, the advertising and compensation system deactivates until the client is ready to log on again.

Assuming a sponsor host has been downloaded during a session, and the client begins a session on the network, the functional host (and associated text), will visibly appear in the screen viewing area (e.g., "Welcome! This session is sponsored by Company X"). The functional host remains there
20 throughout the session, or until a subsequent host (ad host or sponsor host) is served or downloaded by the client.

As advertising and/or promotional content is processed for the functional host, a variety of associated advertisement content will be served to the user's browser screen.

Furthermore depending on acceptance by the client, any number of different skins may be served over the functional host to signify advertisement content or information sent from a customized advertisement wheel. The functional host may communicate visually, audibly or through various combinations. Thus if Company X is having a sale on portable computers, or is otherwise promoting a competitive or charitable sporting event, or is promoting a new line of products, or otherwise promoting the company itself, the advertising server site may trigger the functional host to convey any (or all) of this information.

The client may respond to the transmission by activating the host through one of the FAC control, and/or browsing control features described above (**FIG. 3, 306**), or by any other means available, depending on the technology used (i.e., PDA, cellular telephone). The advertisement or information transmitted to the client as a result would then be focused in a "Company X environment," thus effectively conveying desired content to the client via the functional host. Of course, the advertisements or information transmitted to the client may be affiliated with the session sponsor, or may be affiliated with numerous advertisers or promoters that are unrelated to the session sponsor. There is great latitude that is provided for the advertising administrator in implementing various methods of delivery under this invention.

There is also great latitude in the implementation of the ad hosts and sponsor hosts. For example, promotions may be set up to give discounts to clients who have collected a set number of hosts. Furthermore, each host may be associated with e-
5 coupons or other transactional discounts and incentives which may be assigned a redemption value in that these coupon hosts may be bartered, exchanged or purchased through the system.

One novel implementation of the host system involves treating each host (i.e., e-coupon, e-discount certificate, etc.) as a measure of currency, with a predetermined redemption value. A client will be able to redeem coupon hosts for full
10 face-value, or swap the redemption value of the coupon host, for those of another advertiser's coupon host. For example, one user receives a coupon host from an advertiser, allowing 10% off
15 of any DVD player. The client however, already owns a DVD player, but saves the coupon host anyway. Later, the client finds another system member who has a coupon host from another advertiser for a new disk drive. Both the client and system member may exchange their coupon hosts to obtain a discount
20 (worth the redemption value) off of the desired item. The coupon hosts may alternately be assigned an interest-bearing value, where, over a determined period of time, an "interest" which may take the form of additional discounts, frequent buyer program points, or other forms of transactional currency

including cash, may be assigned. The coupon hosts may also be assigned a time value discount (e.g., host has \$50 value, but, loses \$5 value each day), in order to promote client consumption. The coupon host may also be used as a merchandise purchase right, wherein identified merchandise is communicated to the client as being available and ready for purchase at a certain time and/or at a certain price. Thus, clients may pay a retainer to the advertiser to be notified of a product that is going to be made available in the future. Alternately, a coupon host might have features as a merchandise sale right.

The foregoing is to be understood as being in every respect illustrative and exemplary, but not restrictive, and the scope of the invention disclosed herein is not to be determined from the Detailed Description, but rather from the claims as interpreted according to the full breadth permitted by law. It is to be understood that the embodiments shown and described herein are only illustrative of the principles of the present invention and that various modifications may be implemented without departing from the spirit and scope of the invention.

CLAIMS

We Claim:

- 5 1) A method comprising:
- a) transmitting a functional host with client control features to a client;
 - b) transmitting at least one content page from at least one content provider, along with the functional host, to the client;
 - c) receiving client impressions related to the at least one content page through the functional host; and
 - d) calculating content provider revenue that is comprised of a revenue pool divided by the total number of client impressions counted on the at least one content page from at least one content provider.
- 10
- 2) The method of claim 1, wherein the client control features include functions to print content.
- 15
- 20
- 3) The method of claim 1, wherein the client control features include functions to save content.

4) The method of claim 1, wherein the client control features include functions to remotely transmit content.

5) The method of claim 1, wherein the client control features include functions to search content.

6) The method of claim 1, wherein the client control features include functions to print, save, search, and/or transmit content.

7) The method of claim 1, wherein the counting of an impression occurs each time the client is delivered at least one content page from at least one content provider.

8) The method of claim 1, wherein the counting of an impression occurs each time the client prints at least one content page from at least one content provider.

9) The method of claim 1, wherein the counting of an impression occurs each time the client saves at least one content page from at least one content provider.

10) The method of claim 1, wherein the counting of an impression occurs each time the client remotely transmits

at least one content page from at least one content provider.

11) The method of claim 1, wherein the host is always visible
5 to the client when active.

12) The method of claim 1, wherein the associating of advertising content is dependent upon a client profile.

10 13) The method of claim 1, wherein the associating of advertising content is dependant on the content being accessed by the client.

14) The method of claim 1, wherein the associating of
15 advertising content is dependant upon the at least one content page from at least one content provider delivered to the client.

15) The method of claim 1, wherein revenue pool comprises the
20 total number of advertisement spots, multiplied by the price per advertisement.

16) A method comprising:

- a) subdividing advertising content according to user profiles, known content provider topics, or a combination of said profiles and topics;
- b) organizing each one of a plurality of subdivided advertising content into an advertising wheel;
- c) assigning a functional host to a client; and
- d) transmitting a plurality of advertisements in the advertising wheel in succession to the functional host.

17) The method of claim 16, wherein the serving of each advertisement wheel includes serving one advertisement through one rotation of the wheel.

18) The method of claim 16, wherein the organizing each one of a plurality of subdivided advertising content is configured so that each advertisement in the subdivided advertising content appears at the hub of the wheel.

19) The method of claim 18, wherein each advertisement on the hub is associated with at least one auxiliary advertisement wheel.

20) The method of claim 19, wherein the at least one auxiliary advertisement wheel further subdivides at least one advertisement on the hub into a plurality of advertisement types.

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21) The method of claim 20, wherein the further subdivision is a locality of an advertiser.

22) The method of claim 20, wherein the further subdivision is a transactional discount on an advertiser's product or service.

23) The method of claim 20, wherein the further subdivision is a price category of an advertiser's product(s) or service(s).

24) The method of claim 20, wherein the further subdivision is newly released product(s) or service(s) by an advertiser.

20 25) The method of claim 20, wherein the further subdivision is a sponsored community or charity event.

26) The method of claim 20, wherein the further subdivision is financially-related news on a company.

27) The method of claim 16, wherein the serving each advertisement is configured to serve each advertisement once before serving an advertisement again.

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28) The method of claim 16, wherein the assigning of a functional host to a client includes impression activation capabilities.

10 29) The method of claim 28, wherein the inclusion of impression activation capabilities contain print, store and/or e-mail functions.

30) A method comprising:

- 15
- a) transmitting content from a plurality of content providers to a client;
 - b) receiving client impressions of the content distributed by the plurality of content providers; and
 - c) distributing revenue from a revenue pool, wherein each
- 20 content provider's share would be equal to the revenue pool divided by the total number of impressions received for each content provider.

31) The method of claim 30, wherein distributing revenue from the revenue pool is accomplished by multiplying the number of advertising spots by the price per advertisement.

5 32) The method of claim 30, wherein the counting of client impressions include actions where the client is delivered a content page from a content provider.

10 33) The method of claim 30, wherein the counting of client impressions include actions where the client prints a content page from a content provider.

15 34) The method of claim 30, wherein the counting of client impressions include actions where the client saves a content page from a content provider.

20 35) The method of claim 30, wherein the counting of client impressions include actions where the client transmits a content page from a content provider.

36) The method of claim 30, wherein the counting of client impressions include actions where the client initiates a search from content page from a content provider.

37) The method of claim 30, wherein the counting of client impressions include actions where the client: (1) is delivered a content page from a content provider, (2) prints a content page from a content provider, (3) saves a content page from a content provider, or (4) transmits a content page from a content provider.

38) A system for providing advertiser-sponsored content in a global content center comprising:

- a) means for pooling revenue from advertisers;
- b) means for associating advertisements with a client profile, content page and/or content location in the global content center;
- c) means for serving associated advertisements to a client host;
- d) means for counting client impressions of content on the global content center; and
- e) means for distributing revenue from the revenue pool to content providers depending on the number of client impressions counted for each content provider.

39) The system of claim 38, wherein an impression is counted when a client: (1) is delivered a content page; (2) prints a content page; (3) saves a content page; and/or (4) transmits a content page.

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40) A system for delivering host-based advertising comprising:

- a) means for associating a client preference with a functional host;
- b) means for subdividing advertising content according to the functional host;
- c) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;
- d) means for serving each advertisement in the advertising wheel in succession to the client according to the host.

41) The system of claim 40, wherein at least one auxiliary advertisement wheel is associated with at least one advertisement on the advertising wheel.

42) The system of claim 41, further comprising means to deliver advertisements from at least one advertisement wheel and auxiliary wheel in accordance to the host.

- 43) A system for advertiser-sponsored content, comprising:
- a) means for subdividing advertising content according to a functional host, content page, or to a known content provider topic;
 - b) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;
 - c) means for serving each advertisement in the advertising wheel in succession to a client; and
 - d) means for compensating content providers through the amount of client impressions collected.

- 44) Computer executable software code stored on a computer readable medium, comprising:
- a) code to determine the number client impressions on a content provider's content;
 - b) code to access a advertiser-generated revenue pool; and
 - c) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool.

45) Computer executable software code stored on a computer readable medium as in claim 44, wherein further code is added to determine value of designated client activity in the content provider's content.

46) Computer executable software code stored on a computer readable medium, comprising:

- a) code to associate advertisements with a functional host, content page, or to a known content provider topic;
- b) code to serve an associated advertisement;
- c) code to determine the number client impressions on a content provider's content;
- d) code to determine a value of compensation for the content provider by processing client impressions in relation to an advertiser-generated revenue pool.

47) A method comprising:

- a) embedding a functional host with control features;
- b) associating various advertising content from a plurality of content providers to the functional host;
5 and
- c) processing client impression data through the control features.

48) The method of claim 47, wherein the collecting of client
10 impression data further includes using the impression data to compensate the content providers.

49) The method of claim 48, wherein using the impression data
15 includes deriving a compensation value by dividing the collected client impressions for a content provider into an advertiser-based revenue pool.

50) The method of claim 47, wherein the processing of client
20 impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from the content page; or (5) transmits a content page.

51) A system comprising:

- a) a memory;
- b) a functional host, embedded with control features,
5 stored in said memory;
- c) a processor disposed in communication with said
memory, said processor configured to associate various
advertising content within the functional host,
transmit the functional host to a client, and process
10 client impression data from the functional host.

52) The system of claim 51, wherein the processor processes
client impression data to calculate an advertiser-based
compensation value for content providers.

53) The system of claim 51, wherein the processor calculates
the compensation value by dividing the collected client
impressions for a content provider into an advertiser-based
revenue pool.

54) The system of claim 51, wherein the processor collects client impression data each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from a content page; or (5) transmits a content page.

55) A method comprising:

- a) embedding a host with a sponsor and control features;
- b) associating an advertising wheel with the sponsor;
- c) serving the host advertisements from the wheel targeted for the sponsor's advertising content; and
- d) collecting client impression data through the control features.

56) The method of claim 55, wherein the collecting of client impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from the content page; or (5) transmits a content page from a content provider.

57) The method of claim 55, wherein the serving of host advertisements include a secondary source located in a secondary advertising wheel associated with the said advertising wheel.

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58) The method of claim 57, wherein the secondary source is a locality of the sponsor.

59) The method of claim 57, wherein the secondary source is a running special on the sponsor's product(s) or service(s).

60) The method of claim 57, wherein the secondary source is a price category of an sponsor's product(s) or service(s).

61) The method of claim 57, wherein the secondary source is newly released product(s) or service(s) by the sponsor.

62) The method of claim 57, wherein the secondary source is a sponsored community or charity event(s).

63) The method of claim 57, wherein the secondary source is financially-related news on the sponsor.

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64) A system comprising:

- a) a memory loaded with a web page;
- b) a functional sponsor host, loaded in the web page; and
- c) an advertising wheel, disposed in communication with
5 the functional sponsor host, wherein client
impressions are transmitted from the functional
sponsor host in relation to the web page.

65) The system of claim 64, wherein client impressions are
10 transmitted each time the client: (1) views the web page;
(2) prints the web page; (3) saves the web page; (4)
initiates a search from the web page; or (5) transmits the
web page.

15 66) The system of claim 64, wherein the advertising wheel
contains a secondary source of advertisements.

67) The system of claim 66, wherein the secondary source of
advertisement is a secondary advertising wheel.

20 68) The system of claim 66, wherein the secondary source is a
locality of the sponsor.

69) The system of claim 66, wherein the secondary source is a running special on the sponsor's product(s) or service(s).

70) The system of claim 66, wherein the secondary source is a price category of a sponsor's product(s) or service(s).

71) The system of claim 66, wherein the secondary source is newly released product(s) or service(s) by the sponsor.

72) The system of claim 66, wherein the secondary source is a sponsored community or charity event.

73) The system of claim 66, wherein the secondary source is financially-related news on the sponsor.

74) A method comprising:

- a) transmitting a host from a sponsor to a client on a network, wherein the host has a face value;
- b) storing the host in a memory; and
- c) transmitting the host from the client to a remote location, wherein the host provides a discount on goods or services according to the face value.

75) The method of claim 65, wherein the host may vary in value while being stored in memory.

76) The method of claim 66, wherein the value may be an interest rate.

77) The method of claim 66, wherein the value may be a time value discount.

78) A method comprising:

- a) transmitting a host from a sponsor to a client on a network, wherein the host has a redemption value;
- b) storing the host in a memory; and
- c) transmitting the host from the client to a remote location, wherein the host provides a transactional medium, equal to the redemption value, for the client.

79) The method of claim 78, wherein the host may vary in value while being stored in memory.

80) The method of claim 78, wherein the value may be an interest rate.

81) The method of claim 78, wherein the value may be a time value discount.

82) A method comprising:

- 5 a) transmitting a functional sponsor host to a client;
 and
 b) configuring an advertisement wheel to be in
 communication with the functional sponsor host so that
 each advertisement transmitted to the client
10 corresponds with the functional host.

83) The method of claim 82, wherein the transmitting a functional sponsor host also includes transmitting transactional data to the host.

84) The method of claim 83, wherein the transmitting of transactional data relates directly to the advertisements transmitted to the client.

85) A method comprising:

- a) transmitting a functional host to a client;
- b) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and
- c) receiving client impressions related to the at least one content page through the functional host.

86) The method of claim 85, wherein the total number of client impressions received are divided into a revenue pool to establish a content provider revenue.

87) The method of claim 85, wherein transmitting the functional host further includes means to print content.

88) The method of claim 85, wherein transmitting the functional host further includes means to save content.

89) The method of claim 85, wherein transmitting the functional host further includes means to transmit content.

90) The method of claim 85, wherein transmitting the functional host further includes means to initiate a search from the content.

91) The method of claim 85, wherein transmitting the functional host further includes means to print, save, transmit, or initiate a search from the content.

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ABSTRACT

A system and method for providing advertising sponsorship for content providers is described. The sponsorship derives revenue
5 from a pool of revenue that is collected from participating sponsors. A functional host system containing a sponsor is served to a client for the duration of the client session. The host system tracks client impressions associated with a content provider's content during client browsing. When all of the
10 impressions are collected and attributed to the respective content providers, a compensation value is distributed to each content provider. The value is determined by dividing the revenue pool by the number of impressions attributed to the content provider. The functional host further provides a host
15 redemption system that allows clients to further utilize the hosts in trades, swaps, or barter.

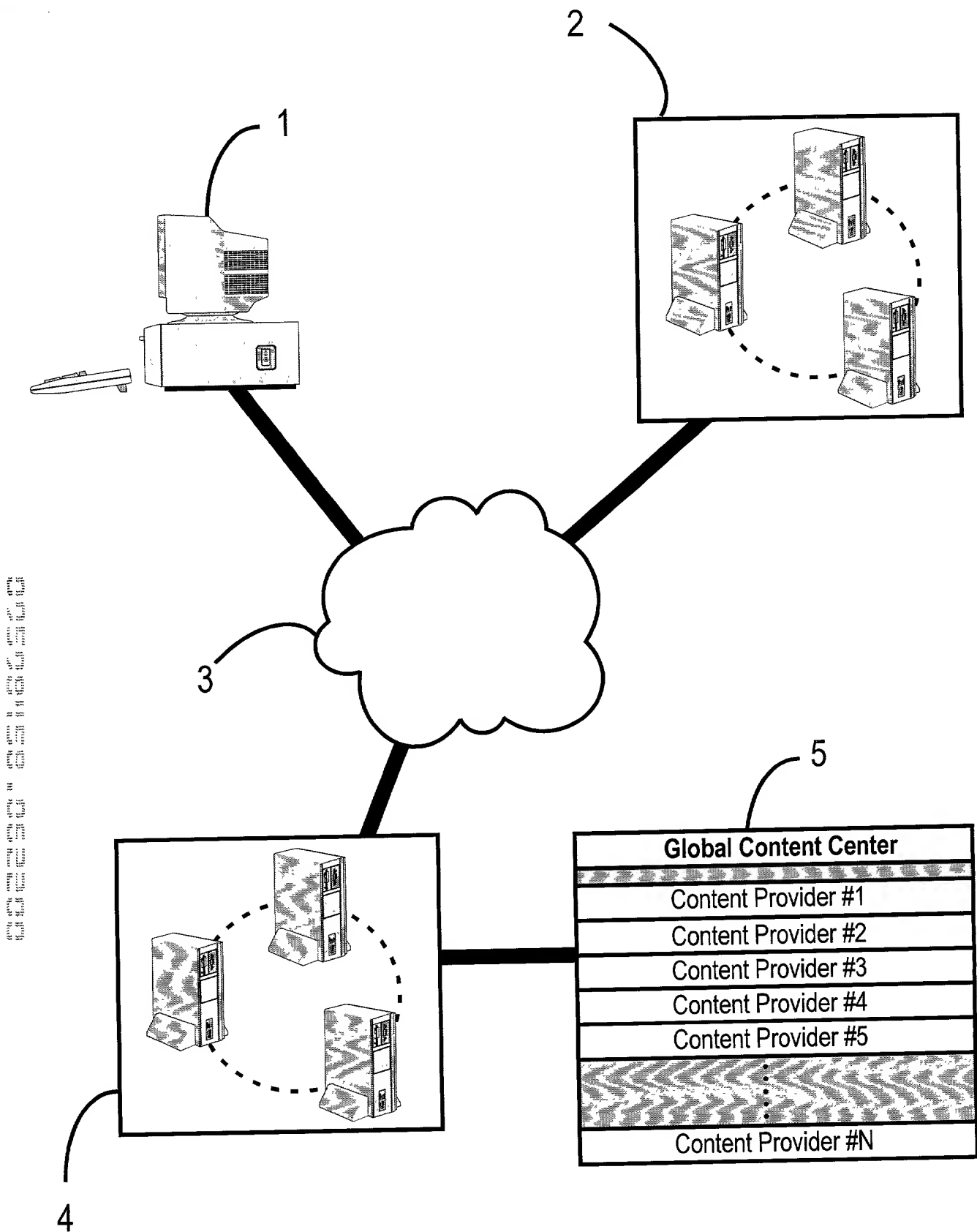


Figure 1

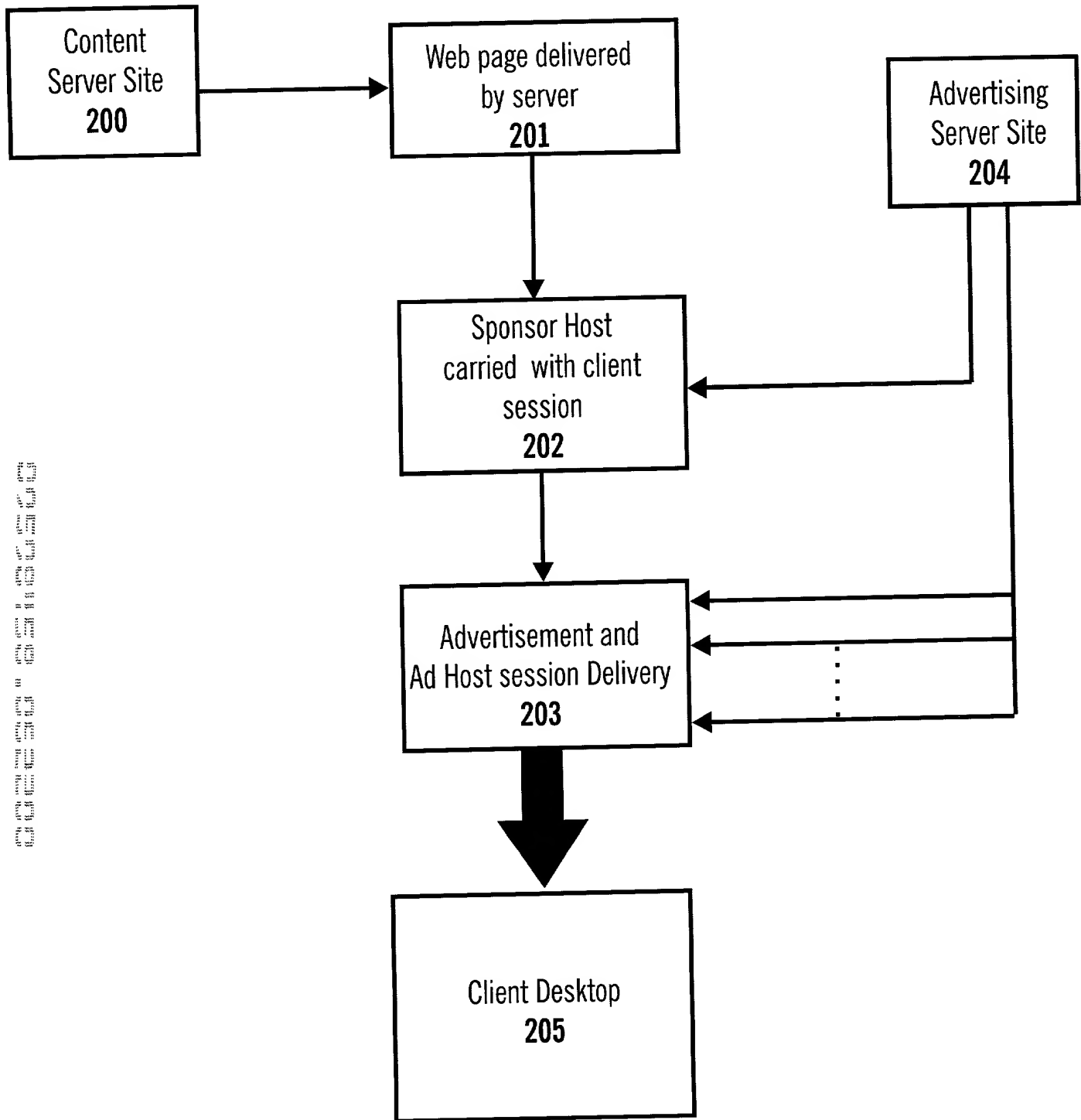


Figure 2

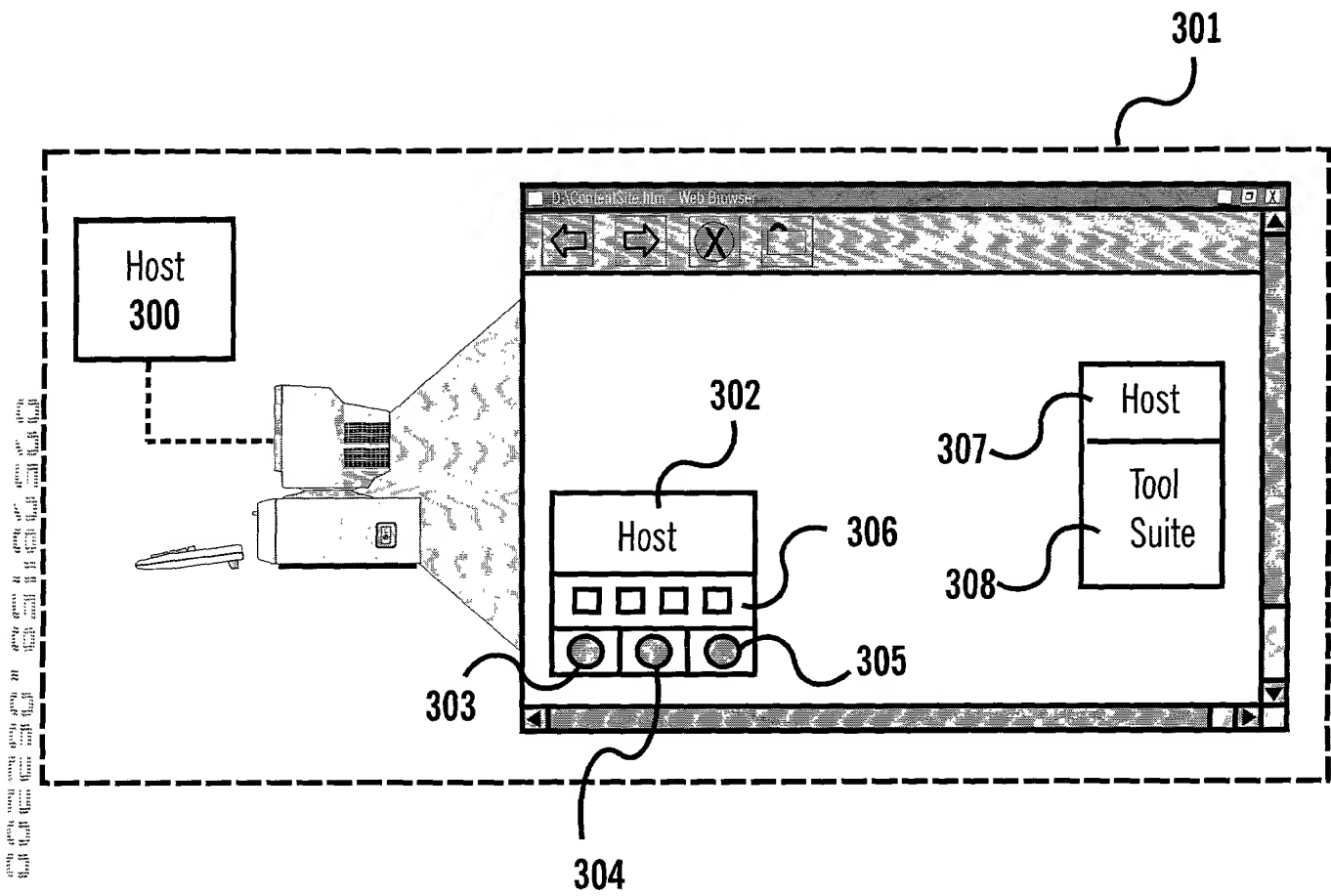


Figure 3

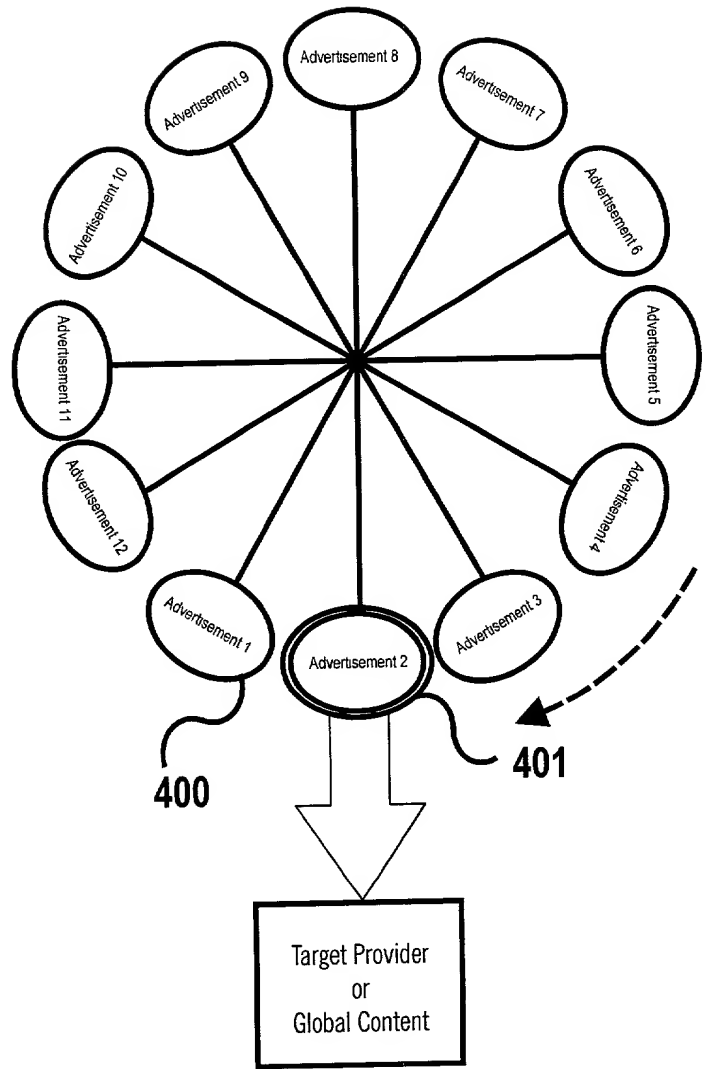
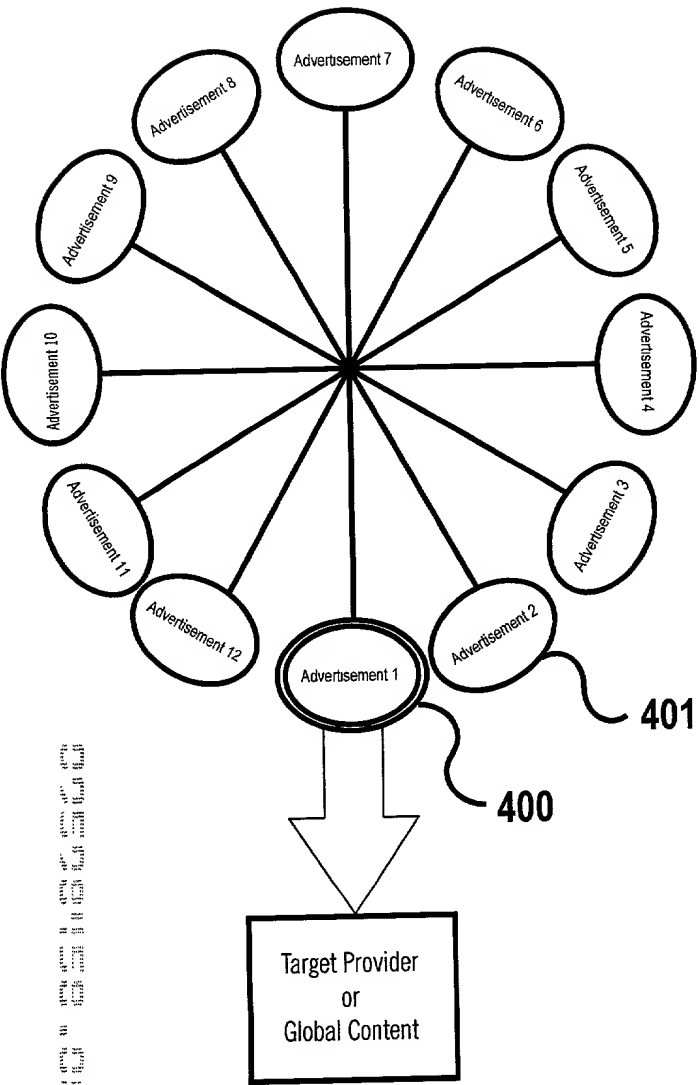


Figure 4

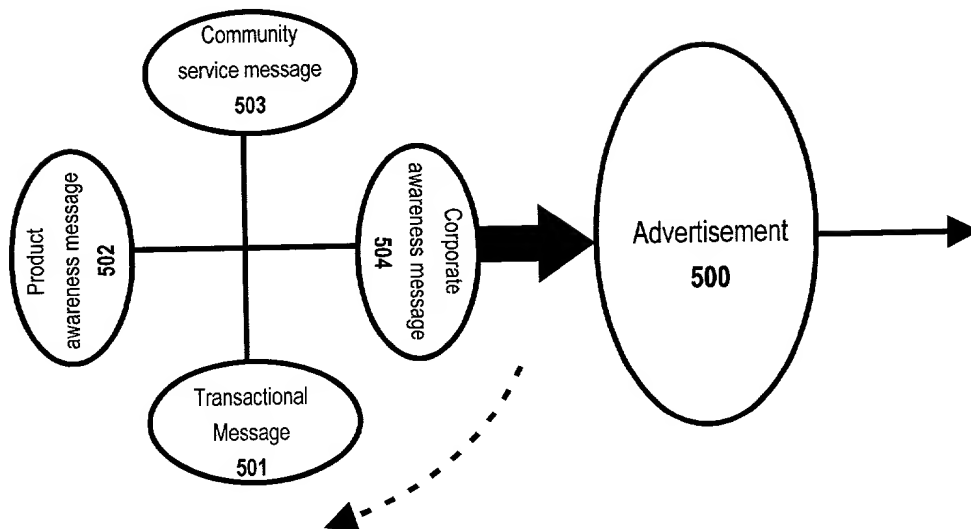


Figure 5

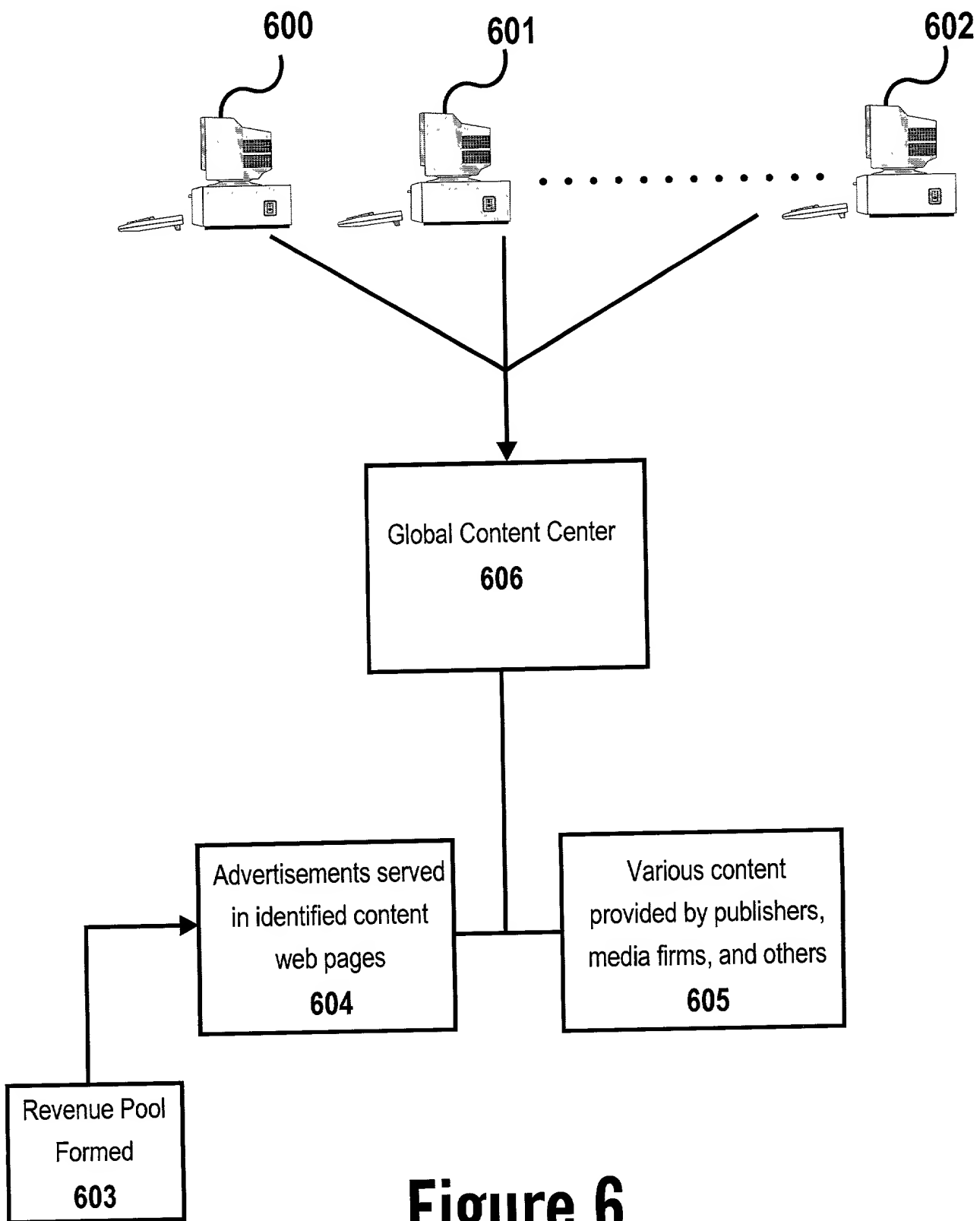


Figure 6

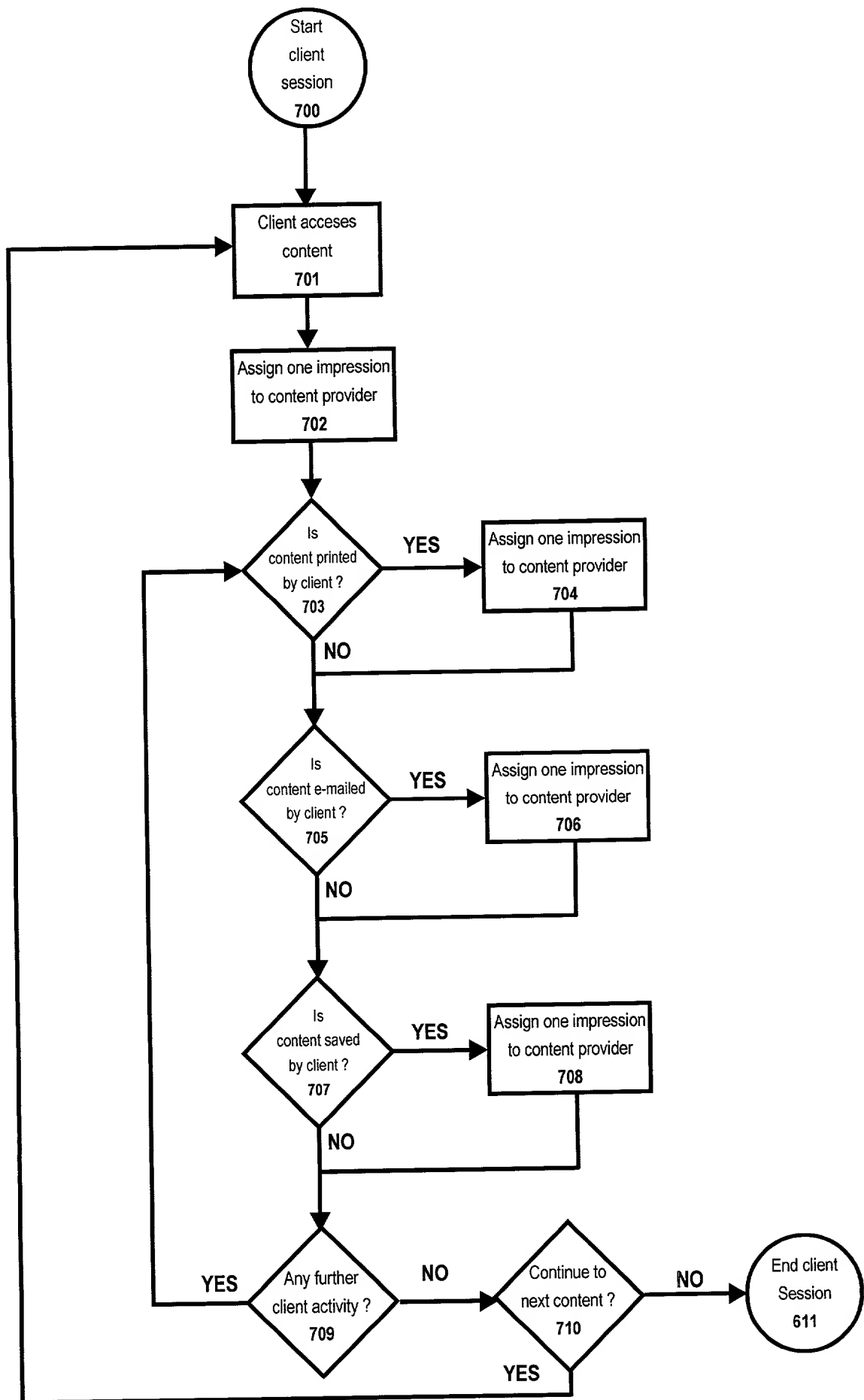


Figure 7

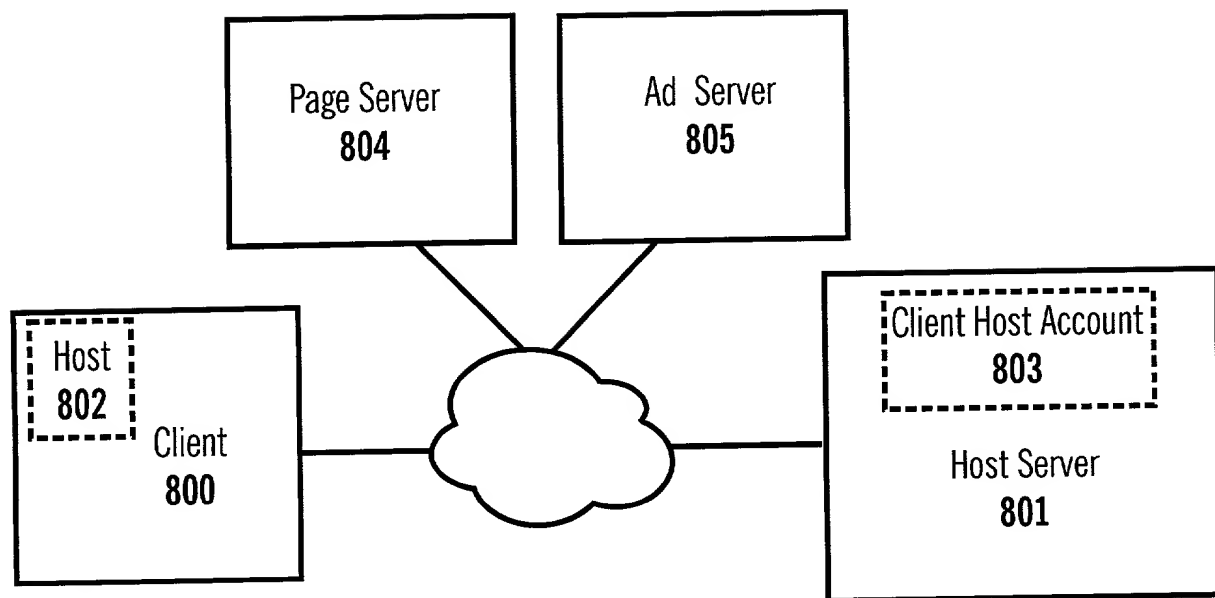


Figure 8

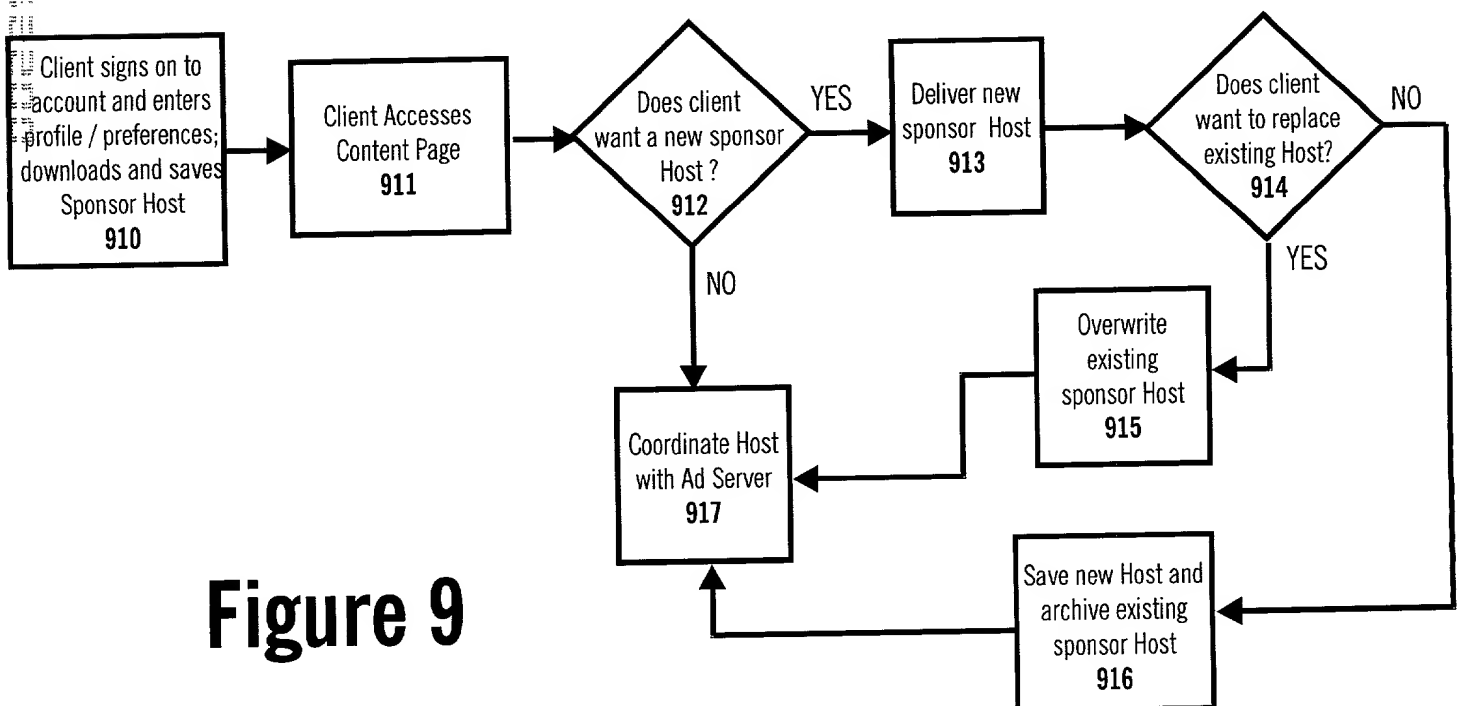


Figure 9

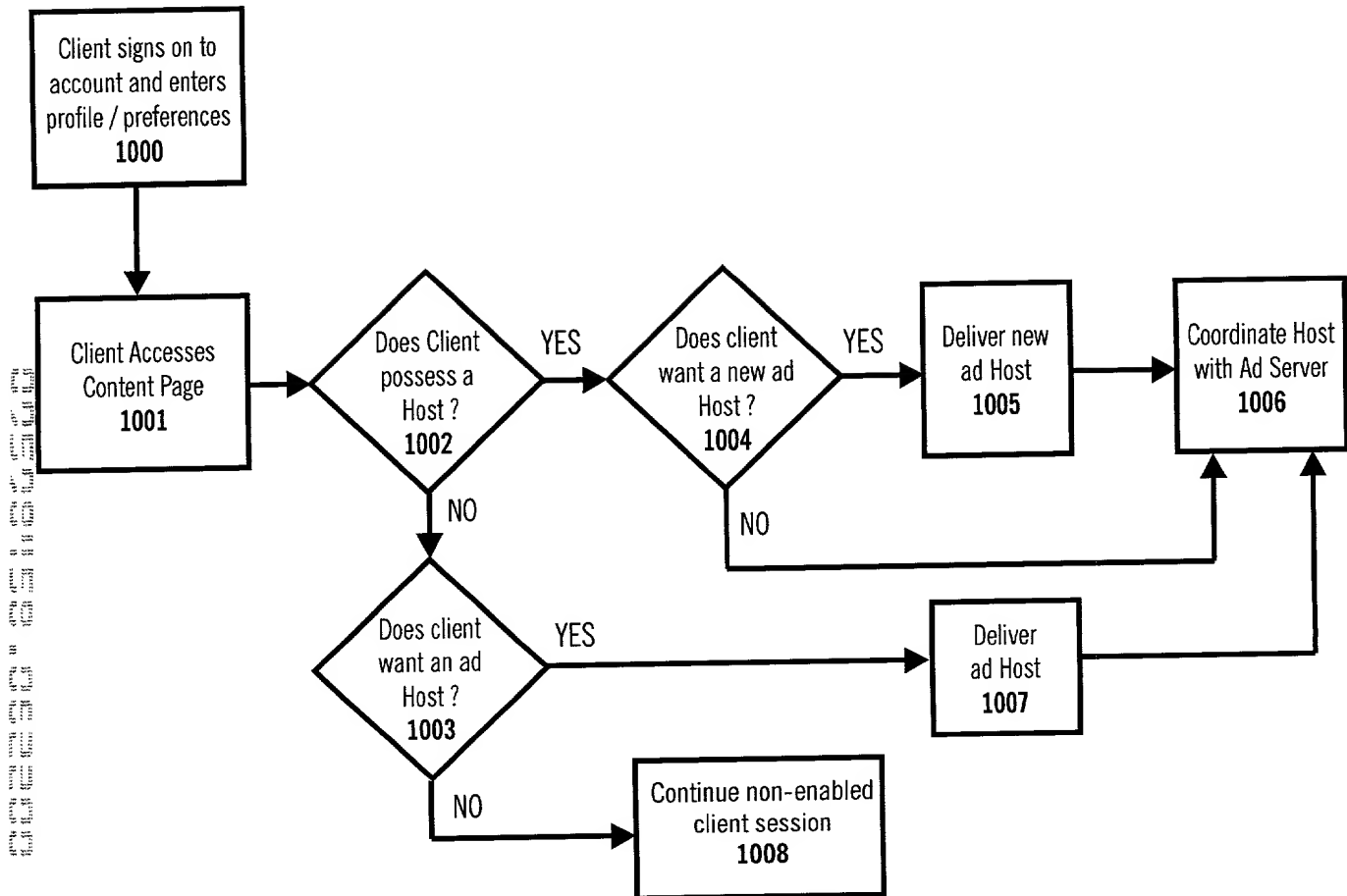


Figure 10

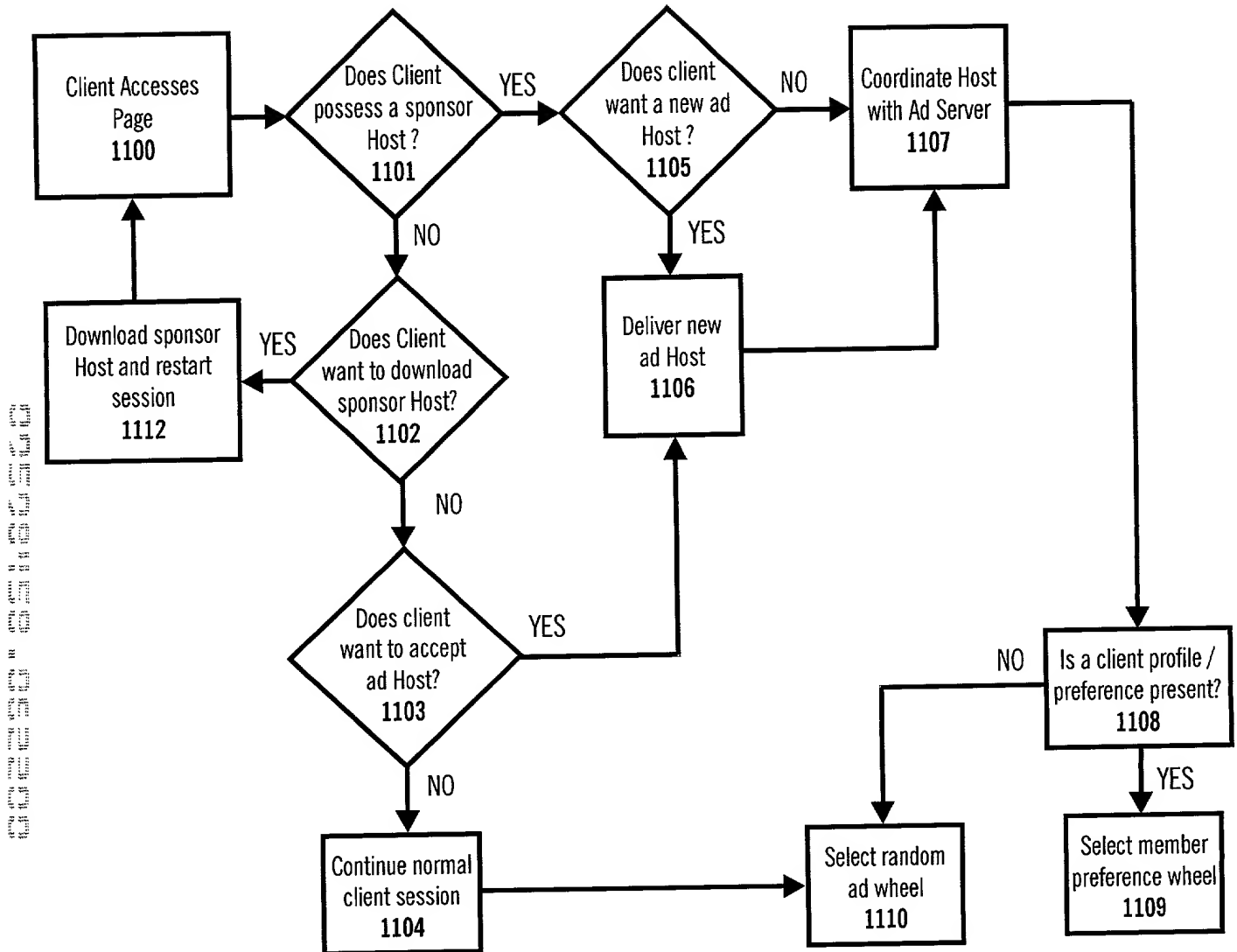


Figure 11

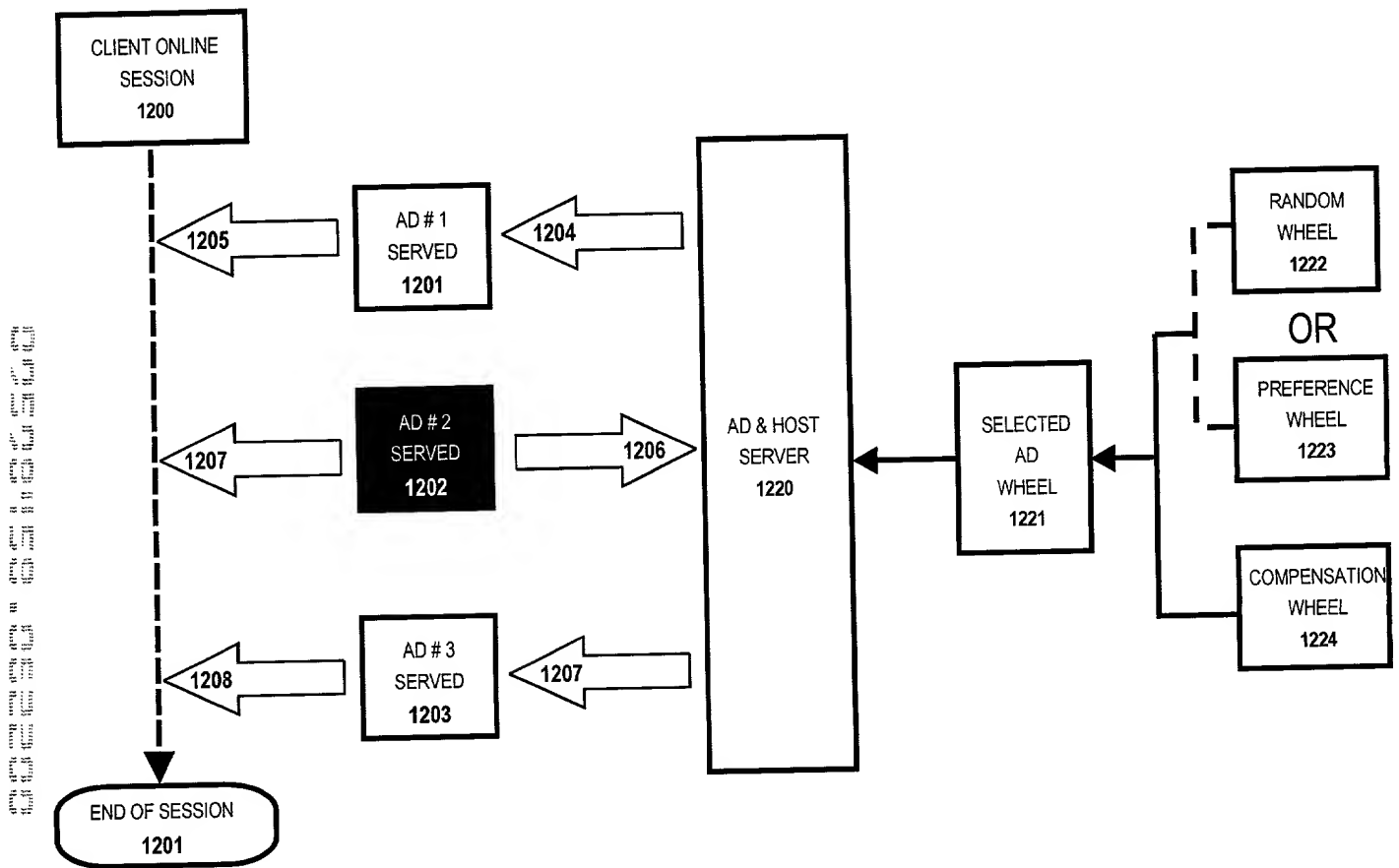


FIGURE 12

COMBINED DECLARATION AND POWER OF ATTORNEY FOR
ORIGINAL, DESIGN, NATIONAL STAGE OF PCT, SUPPLEMENTAL,
DIVISIONAL, CONTINUATION OR CONTINUATION-IN-PART APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

ADVERTISING, COMPENSATION AND SERVICE HOST APPARATUS, METHOD AND SYSTEM

the specification of which

a. ☒ is attached hereto

b. ☐ was filed on _____ as application Serial No. _____ and was amended on _____ (if applicable).

PCT FILED APPLICATION ENTERING NATIONAL STAGE

c. ☐ was described and claimed in International Application No. _____ filed on _____ and as amended on _____ (if any).

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 C.F.R. § 1.56.

I hereby specify the following as the correspondence address to which all communications about this application are to be directed:

SEND CORRESPONDENCE TO:

MORGAN & FINNEGAN, L.L.P.
345 Park Avenue
New York, N.Y. 10154

DIRECT TELEPHONE CALLS TO: 202-857-7887

☐ I hereby claim foreign priority benefits under Title 35, United States Code § 119 (a)-(d) or under § 365(b) of any foreign application(s) for patent or inventor's certificate or under § 365(a) of any PCT international application(s) designating at least one country other than the U.S. listed below and also have identified below such foreign application(s) for patent or inventor's certificate or such PCT international application(s) filed by me on the same subject matter having a filing date within twelve (12) months before that of the application on which priority is claimed:

- | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 | 2036 | 2037 | 2038 | 2039 | 2040 | 2041 | 2042 | 2043 | 2044 | 2045 | 2046 | 2047 | 2048 | 2049 | 2050 | 2051 | 2052 | 2053 | 2054 | 2055 | 2056 | 2057 | 2058 | 2059 | 2060 | 2061 | 2062 | 2063 | 2064 | 2065 | 2066 | 2067 | 2068 | 2069 | 2070 | 2071 | 2072 | 2073 | 2074 | 2075 | 2076 | 2077 | 2078 | 2079 | 2080 | 2081 | 2082 | 2083 | 2084 | 2085 | 2086 | 2087 | 2088 | 2089 | 2090 | 2091 | 2092 | 2093 | 2094 | 2095 | 2096 | 2097 | 2098 | 2099 | 2100 | 2101 | 2102 | 2103 | 2104 | 2105 | 2106 | 2107 | 2108 | 2109 | 2110 | 2111 | 2112 | 2113 | 2114 | 2115 | 2116 | 2117 | 2118 | 2119 | 2120 | 2121 | 2122 | 2123 | 2124 | 2125 | 2126 | 2127 | 2128 | 2129 | 2130 | 2131 | 2132 | 2133 | 2134 | 2135 | 2136 | 2137 | 2138 | 2139 | 2140 | 2141 | 2142 | 2143 | 2144 | 2145 | 2146 | 2147 | 2148 | 2149 | 2150 | 2151 | 2152 | 2153 | 2154 | 2155 | 2156 | 2157 | 2158 | 2159 | 2160 | 2161 | 2162 | 2163 | 2164 | 2165 | 2166 | 2167 | 2168 | 2169 | 2170 | 2171 | 2172 | 2173 | 2174 | 2175 | 2176 | 2177 | 2178 | 2179 | 2180 | 2181 | 2182 | 2183 | 2184 | 2185 | 2186 | 2187 | 2188 | 2189 | 2190 | 2191 | 2192 | 2193 | 2194 | 2195 | 2196 | 2197 | 2198 | 2199 | 2200 | 2201 | 2202 | 2203 | 2204 | 2205 | 2206 | 2207 | 2208 | 2209 | 2210 | 2211 | 2212 | 2213 | 2214 | 2215 | 2216 | 2217 | 2218 | 2219 | 2220 | 2221 | 2222 | 2223 | 2224 | 2225 | 2226 | 2227 | 2228 | 2229 | 2230 | 2231 | 2232 | 2233 | 2234 | 2235 | 2236 | 2237 | 2238 | 2239 | 2240 | 2241 | 2242 | 2243 | 2244 | 2245 | 2246 | 2247 | 2248 | 2249 | 2250 | 2251 | 2252 | 2253 | 2254 | 2255 | 2256 | 2257 | 2258 | 2259 | 2260 | 2261 | 2262 | 2263 | 2264 | 2265 | 2266 | 2267 | 2268 | 2269 | 2270 | 2271 | 2272 | 2273 | 2274 | 2275 | 2276 | 2277 | 2278 | 2279 | 2280 | 2281 | 2282 | 2283 | 2284 | 2285 | 2286 | 2287 | 2288 | 2289 | 2290 | 2291 | 2292 | 2293 | 2294 | 2295 | 2296 | 2297 | 2298 | 2299 | 2300 | 2301 | 2302 | 2303 | 2304 | 2305 | 2306 | 2307 | 2308 | 2309 | 2310 | 2311 | 2312 | 2313 | 2314 | 2315 | 2316 | 2317 | 2318 | 2319 | 2320 | 2321 | 2322 | 2323 | 2324 | 2325 | 2326 | 2327 | 2328 | 2329 | 2330 | 2331 | 2332 | 2333 | 2334 | 2335 | 2336 | 2337 | 2338 | 2339 | 2340 | 2341 | 2342 | 2343 | 2344 | 2345 | 2346 | 2347 | 2348 | 2349 | 2350 | 2351 | 2352 | 2353 | 2354 | 2355 | 2356 | 2357 | 2358 | 2359 | 2360 | 2361 | 2362 | 2363 | 2364 | 2365 | 2366 | 2367 | 2368 | 2369 | 2370 | 2371 | 2372 | 2373 | 2374 | 2375 | 2376 | 2377 | 2378 | 2379 | 2380 | 2381 | 2382 | 2383 | 2384 | 2385 | 2386 | 2387 | 2388 | 2389 | 2390 | 2391 | 2392 | 2393 | 2394 | 2395 | 2396 | 2397 | 2398 | 2399 | 2400 | 2401 | 2402 | 2403 | 2404 | 2405 | 2406 | 2407 | 2408 | 2409 | 2410 | 2411 | 2412 | 2413 | 2414 | 2415 | 2416 | 2417 | 2418 | 2419 | 2420 | 2421 | 2422 | 2423 | 2424 | 2425 | 2426 | 2427 | 2428 | 2429 | 2430 | 2431 | 2432 | 2433 | 2434 | 2435 | 2436 | 2437 | 2438 | 2439 | 2440 | 2441 | 2442 | 2443 |
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- Provisional Application No. _____ Date of filing (day, month, yr) _____

I hereby claim the benefit under Title 35, United States Code § 120 of any United States application(s) or under § 365(c) of any PCT international application(s) designating the U.S. listed below.

		US/PCT
Application Serial No.	Filing Date,	Status (patented, pending, abandoned)/ U.S. application no. assigned (For PCT)

- I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or Imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I hereby appoint the following attorneys and/or agents with full power of substitution and revocation, to prosecute this application, to receive the patent, and to transact all business in the Patent and Trademark Office connected therewith: John A. Diaz (Reg. No. 19,550), John C. Vassil (Reg. No. 19,098), Alfred P. Ewert (Reg. No. 19,887), David H. Pfeffer (Reg. No. 19,825), Harry C. Marcus (Reg. No. 22,390), Robert E. Paulson (Reg. No. 21,046), Stephen R. Smith (Reg. No. 22,615), Kurt E. Richter (Reg. No. 24,052), J. Robert Dailey (Reg. No. 27,434), Eugene Moroz (Reg. No. 25,237), John F. Sweeney (Reg. No. 27,471), Arnold I. Rady (Reg. No. 26,601), Christopher A. Hughes (Reg. No. 26,914), William S. Feiler (Reg. No. 26,728), Joseph A. Calvaruso (Reg. No. 28,287), James W. Gould (Reg. No. 28,859), Richard C. Komson (Reg. No. 27,913), Israel Blum (Reg. No. 26,710), Bartholomew Verdirame (Reg. No. 28,483), Maria C.H. Lin (reg. No. 29,323), Joseph A. DeGirolamo (Reg. No. 28,595), Michael P. Dougherty (Reg. No. 32,730), Seth J. Atlas (Reg. No. 32,454), Andrew M. Riddles (Reg. No. 31,657), Bruce D. DeRenzi (Reg. No. 33,676), Michael M. Murray (Reg. No. 32,537), Mark J. Abate (Reg. No. 32,527), Alfred L. Haffner, Jr. (Reg. No. 18,919), Harold Haidt (Reg. No. 17,509), John T. Gallagher (Reg. No. 35,516), Steven F. Meyer (Reg. No. 35,613) and Kenneth H. Sonnenfeld (Reg. No. 33,285), Tony V. Pezzano (Reg. No. 38,271), Andrea L. Wayda (Reg. 43,979) and Walter G. Hanchuk (Reg. No. 35,179) of Morgan & Finnegan, L.L.P. whose address is: 345 Park Avenue, New York, New York, 10154; and Michael S. Marcus (Reg. No. 31,727) and John E. Hoel (Reg. No. 26,279) of Morgan & Finnegan, L.L.P., whose address is 1775 Eye Street, Suite 400, Washington, D.C. 20006.

☐ I hereby authorize the U.S. attorneys and/or agents named hereinabove to accept and follow instructions from _____ as to any action to be taken in the U.S. Patent and Trademark Office regarding this application without direct communication between the U.S. attorneys and/or agents and me. In the event of a change in the person(s) from whom instructions may be taken I will so notify the U.S. attorneys and/or agents named hereinabove.

Full name of first inventor Alan B. Hamor

Inventor's signature* _____
date

Residence: 22 Meadow Lane, Pennington, NJ 08534

Citizenship: United States

Post Office Address: 22 Meadow Lane, Pennington, NJ 08534

Full name of second inventor Mike D. Helton

Inventor's signature* _____
date

Residence: 3360 Paso Andres, Las Vegas, NV 89146

Citizenship: United States

Post Office Address: 3360 Paso Andres, Las Vegas, NV 89146

☐ ATTACHED IS ADDED PAGE TO COMBINED DECLARATION AND POWER OF ATTORNEY FOR SIGNATURE BY THIRD AND SUBSEQUENT INVENTORS FORM.

* Before signing this declaration, each person signing must:

1. Review the declaration and verify the correctness of all information therein; and
2. Review the specification and the claims, including any amendments made to the claims.

After the declaration is signed, the specification and claims are not to be altered.

To the inventor(s):

The following are cited in or pertinent to the declaration attached to the accompanying application:

Title 37, Code of Federal Regulation, §1.56

Duty to disclose information material to patentability

- (a) A patent by its very nature is affected with a public interest. The public interest is best served, and the most effective patent examination occurs when, at the time an application is being examined, the Office is aware of and evaluates the teachings of all information material to patentability. Each individual associated with the filing and prosecution of a patent application has a duty of candor and good faith in dealing with the Office, which includes a duty to disclose to the Office all information known to that individual to be material to patentability as defined in this section. The duty to disclose information exists with respect to each pending claim until the claim is canceled or withdrawn from consideration, or the application becomes abandoned. Information material to the patentability of a claim that is canceled or withdrawn from consideration need not be submitted if the information is not material to the patentability of any claim remaining under consideration in the application. There is no duty to submit information which is not material to the patentability of any existing claim. The duty to disclose all information known to be material to patentability is deemed to be satisfied if all information known to be material to patentability of any claim issued in a patent was cited by the Office or submitted to the Office in the manner prescribed by §§1.97(b)-(d) and 1.98. However, no patent will be granted on an application in connection with which fraud on the Office was practiced or attempted or the duty of disclosure was violated through bad faith or intentional misconduct. The Office encourages applicants to carefully examine:
- (1) prior art cited in search reports of a foreign patent office in a counterpart application, and
 - (2) the closest information over which individuals associated with the filing or prosecution of a patent application believe any pending claim patentably defines, to make sure that any material information contained therein is disclosed to the Office.

Title 35, U.S. Code § 101

Inventions patentable

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

Title 35 U.S. Code § 102

Conditions for patentability; novelty and loss of right to patent

A person shall be entitled to a patent unless --

- (a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for patent,
- (b) the invention was patented or described in a printed publication in this or foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States, or
- (c) he has abandoned the invention, or
- (d) the invention was first patented or caused to be patented, or was the subject of an inventor's certificate, by the applicant or his legal representatives or assigns in a foreign country prior to the date of the application for patent in this country on an application for patent or inventor's certificate filed more than twelve months before the filing of the application in the United States, or
- (e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent, or
- (f) he did not himself invent the subject matter sought to be patented, or
- (g) before the applicant's invention thereof the invention was made in this country by another who had not abandoned, suppressed, or concealed it. In determining priority of invention there shall be considered not only the respective dates of conception and reduction to practice of the invention, but also the reasonable diligence of one who was first to conceive and last to reduce to practice, from a time prior to conception by the other .

Title 35, U.S. Code § 103

Conditions for patentability; non-obvious subject matter

A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Subject matter developed by another person, which qualifies as prior art only under subsection (f) or (g) of section 102 of this title, shall not preclude patentability under this section where the subject matter and the claimed invention were, at the time the invention was made, owned by the same person or subject to an obligation of assignment to the same person.

Title 35, U.S. Code § 112 (in part)

Specification

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same, and shall set forth the best mode contemplated by the inventor of carrying out his invention.

Title 35, U.S. Code, § 119

Benefit of earlier filing date in foreign country; right of priority

An application for patent for an invention filed in this country by any person who has, or whose legal representatives or assigns have, previously regularly filed an application for a patent for the same invention in a foreign country which affords similar privileges in the case of applications filed in the United States or to citizens of the United States, shall have the same effect as the same application would have if filed in this country on the date on which the application for patent for the same invention was first filed in such foreign country, if the application in this country is filed within twelve months from the earliest date on which such foreign application was filed; but no patent shall be granted on any application for patent for an invention which had been patented or described in a printed publication in any country more than one year before the date of the actual filing of the application in this country, or which had been in public use or on sale in this country more than one year prior to such filing.

Title 35, U.S. Code, § 120

Benefit or earlier filing date in the United States

An application for patent for an invention disclosed in the manner provided by the first paragraph of section 112 of this title in an application previously filed in the United States, or as provided by section 363 of this title, which is filed by an inventor or inventors named in the previously filed application shall have the same effect, as to such invention, as though filed on the date of the prior application, if filed before the patenting or abandonment of or termination of proceedings on the first application or an application similarly entitled to the benefit of the filing date of the first application and if it contains or is amended to contain a specific reference to the earlier filed application.

Please read carefully before signing the Declaration attached to the accompanying Application.

If you have any questions, please contact Morgan & Finnegan, L.L.P.